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BROADCASTING TELECASTING

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...THIS ISSUE

...'s Radio Homes
...r 43 Million
Page 23

...BC Clarifies
...Rate Plan
Page 23

...ends For '52
"PART II"
Page 25

...ained Network
...s Down 4.5%
Page 29

...LECASTING
...on Page 47

21ST
...Newsweekly
...Radio and
...elevision
year

WERE PROGRAM TOPS

CLEVELAND PLAIN DEALER POLL

WERE Wins Double Victory In Heavy Voting

Cleveland Station Alert To Local Programming Needs

IN the heaviest voting ever recorded Cleveland listeners voted the *Rosary* their "Favorite Program," topping every other local and network program in Cleveland. Listeners also voted the show their "Favorite Cleveland Originated Program."

The *Rosary* is a live locally originated WERE public service program broadcast seven nights a week at 7:45-8:00.

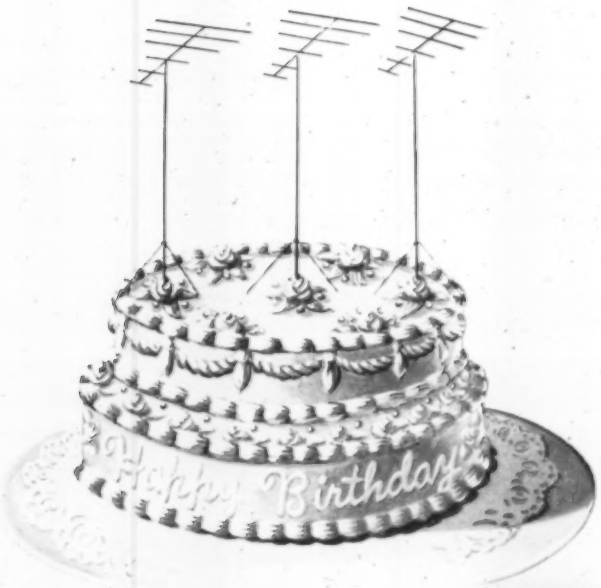
This sweeping victory points up the sensitivity of this 5000 watt Cleveland independent to the programming tastes of Greater Cleveland.

WERE delivers the programs that Cleveland wants to hear—news, music and sports . . . Cleveland Indians, Browns and Barons—programs vital to the community.

Your sales message gets across—on the station that gets across to Greater Cleveland—WERE, 5000 watts at 1300 on the dial.

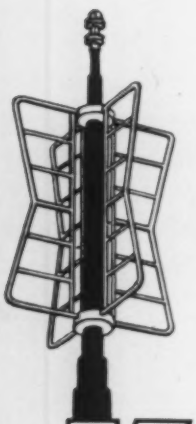
O. L. TAYLOR COMPANY

National Representatives



A WISE Young Man of...3

A fellow matures rapidly in Television. KPIX, San Francisco's pioneer station, went on the air on December 22, 1948. Now, three years later, KPIX has the wisdom that characterizes Television's veterans ...the wisdom, among other things, to recognize that in Television you **can't** stay young... and you must never grow old!



KPIX CHANNEL **5**

San Francisco

CBS and DUMONT TELEVISION NETWORKS

Represented by The Katz Agency

CHICAGO
DETROIT
PHILADELPHIA
HIGH ABOVE
SAN FRANCISCO
NEW YORK
NEW ORLEANS
ATLANTA
HOLLYWOOD

exploring every market ... from eight strategically located offices throughout the United States ... giving you superior coverage with quick and thorough personal service to Advertisers and their Agencies.

All offices company owned and operated

Headley-Reed Company

Radio Station Representatives

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

School Report

Sunday afternoons at two, time on WDEL-TV for the Wilmington, Delaware, Public School half-hour show, "School Report." Under the general supervision of John Hunt, Public Relations Director of the Wilmington Schools, the program content is kept pertinent and timely . . . aims to interpret present-day schools to the community, and to assist teachers to understand community needs and reactions.

A recent "School Report" program in the 1951-52 series, a parent-teacher problem clinic, is pictured here. Parents dramatized some of the questions being asked about modern educational methods. A panel composed of six supervisors and teachers then explained and discussed the questions posed.

"School Report" typifies the many public service telecasts carried by WDEL-TV in its continuing endeavor to serve its viewers and to help make its coverage area a better place in which to live.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER *Associates* Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

ASSOCIATED PRESS, which has been making its plans quietly, has privately advised number of TV stations that it shortly will announce news service on film for its TV station membership. Prospects were told by Oliver Gramling, asst. general manager for radio-TV operations, that news service will be "something different." Announcement likely to be forthcoming in January.

UNHAPPINESS of NBC radio network top executives over affiliates' brusque rejection of some proposed sales strategies is not lessened by preliminary accountant's reports that NBC's O & O radio station operations during 1951 made net profit before taxes of some four times that of NBC radio network—figures being roughly $7.5 million for O & O stations to less than $2 million for network.

CHICAGO office of one of top station representative firms reports that radio billings as of Oct. 1 this year equalled all of 1950 billings, and that business since then has been "phenomenal." Most representatives during normally slowed-down holiday season were busy delivering availabilities up to 6 p.m. Monday before Christmas.

FABULOUS Glenn H. McCarthy, Texas oil millionaire, hosteler (Shamrock) and broadcaster (KXYZ Houston) contemplates going into Latin American TV in big way. On drawing boards, it's reliably reported, are half-dozen VHF stations—three in Venezuela, where he holds oil interests, and three in Guatemala.

CBS will designate Herbert V. Akerberg, vice president in charge of station relations, as its member of NARTB TV Board. This follows network action last week in joining NARTB TV for network and two owned and operated stations—WCBS-TV New York and KNXT (TV) Los Angeles [B•T, Dec. 24].

YOUNG & RUBICAM, N. Y., currently studying advertising plans for *Time* and *Life* magazines' 1952 campaign. Radio and TV schedules are expected to be continued, with definite decision forthcoming within fortnight.

FACED WITH probable biggest deluge of work in its history, FCC will seek at least another $2 million appropriation for upcoming fiscal year over present $6 million budget which runs until June 30. At that time Commission should be well in throes of TV city-by-city hearings.

IN RE FCC financial plight, it's no secret that it's looking for means of getting additional hearing officers to supplement seven examiners available for TV hearings. Delays in individual city proceedings, it feels, will make it more costly for both taxpayers (via government) and applicants.

WITH TRANSFER of WCOP Boston to new Baker-Beaman ownership (CLOSED CIRCUIT

(Continued on page 6)

GOTTLIEB, DELLA CIOPPA NEW CBS RADIO V. P.'s

LESTER GOTTLIEB, director of CBS Radio network programs since July, and Guy della Cioppa, director of CBS network programs in Hollywood for both radio and television since August, appointed vice presidents of CBS Radio, Howard S. Meighan, CBS Radio president, announced today (Monday).

Mr. Gottlieb becomes vice president in charge of network programs CBS Radio. Mr. della Cioppa becomes vice president in charge of network programs—Hollywood, CBS Radio, succeeding Harry S. Ackerman who has been Hollywood vice president in charge of network programs for both CBS Radio and Television and continues as network program vice president there for CBS Television.

STREIBERT CHAIRMAN

THEODORE C. STREIBERT, president of WOR AM-FM-TV New York, appointed chairman of Radio Advisory Commission on Information, U. S. State Dept., which he had previously served as chairman of subcommittee investigating Voice of America's facilities planning and development program and member of subcommittee on management and personnel. Radio advisory commission is one of four; others represent press, motion pictures and general business.

LANIGAN TO JOIN ABC-TV

JOHN B. LANIGAN, specialist in consumer advertising for *Time* magazine, will join ABC as vice president in charge of television sales effective Feb. 1. Mr. Lanigan succeeds Fred M. Thrower, who resigned last month to join CBS-TV as vice president in charge of sales [B•T, Dec. 3].

BUSINESS BRIEFLY

CAMPANA AGENCY ● Campana Sales Co., Batavia, Ill. (Italian Balm), names Tim Morrow Agency, Chicago, to handle its account, which includes network radio. Frank Duggan is account executive.

PURINA HOOKUP ● Ralston Purina Co., Feed Division, to sponsor transcribed Eddy Arnold show on 11-station NBC western hookup, starting Jan. 5 for 52 weeks. Package, owned by Brown Radio Productions, to be aired Sat., 8-8:30 p.m. (PST). Agency, Gardner Adv., St. Louis.

VALENTINE SPECIAL ● Elgin American Division of Illinois Watch Case Co., Elgin, Ill. (compacts, jewelry), to sponsor one-time segment of *The Big Show* on NBC Sun., Feb. 10, 6-6:15 p.m., as Valentine promotion. Agency, Russel M. Seeds, Chicago.

KRAFT BUYS ● Kraft Foods, Chicago, buys last open time period in MBS child strip series, signing *Bobby Benson Show* Mon., 4-4:30 p.m. (CST) from Dec. 31 on full network plus Hawaii, 52 weeks. Malted milk and caramels to be promoted. Kraft has ordered another segment of *Queen for a Day*, switching Tues.-

(Continued on page 82)

CARPET FIRM BUYS TV

JAMES LEE AND SONS Co., Bridgeport, Penn., will sponsor series of half-hour TV shows entitled *Meet the Masters*, featuring such artists as Arthur Rubinstein, Jascha Heifetz, Marion Anderson and others to start in 35 cities, coast to coast. D'Arcy Agency, New York, placing programs, mostly for Sundays but specific times and station list not yet completed.

Westinghouse to Sponsor Conventions

WESTINGHOUSE ELECTRIC Corp. to sponsor $3 million Presidential election package on CBS Radio and CBS Television, including summer political conventions, 13-week get-out-the-vote campaign and election results. Agency handling account is Ketchum, MacLeod & Grove, Pittsburgh.

Campaign will cover 100 major markets, coast-to-coast. CBS will use all interconnected cities for TV coverage, reaching balance by radio. Only Pittsburgh, Philadelphia and New York to have simultaneous radio-TV service. TV network will be expanded as fast as new cities are added to interconnected facilities.

Westinghouse and Ketchum, MacLeod & Grove have been working three months on project. Both CBS and NBC had made presentations.

Under joint policy of Republican and Democratic committees, sponsorship of Chicago Presidential nominating conventions is permitted on dignified basis. Republican convention opens July 7 and Democratic convention July 21. Convention coverage rights are not exclusive and provide 20-hour minimum for each (see early story, page 52).

Starting Aug. 11 Westinghouse will sponsor campaign designed to inform electorate and stimulate voting. Equal time will be provided both parties to present campaign issues through candidates and other leading figures.

J. M. McKibbin, Westinghouse vice president in charge of consumer products, said: "Westinghouse is bringing the conventions, the elections, the candidates and the campaign issues to the American people to stimulate maximum interest in the world's greatest demonstration of Democracy at its best. We have planned this program to help produce the biggest turnout of well-informed voters in the history of American elections."

Handling TV-radio project for Ketchum, MacLeod & Grove are George Ketchum, president; Edward Parrack, vice president in charge of Westinghouse account, and Lansing Lindquist, radio-TV director.

Westinghouse recently completed nationwide coverage of college football on NBC-TV network.

Total cost of entire political radio-TV coverage, including merchandising and promotion, expected to pass $3 million figure.

for more AT DEADLINE turn page ➧

at deadline

N. C. GROUPS PREPARE FM PROMOTION PLANS

FIRST FM promotion campaign under joint auspices of NARTB and Radio-Television Mfrs. Assn. will get under way Jan. 21 in North Carolina. Similar month-long drives start in Wisconsin Feb. 4 and District of Columbia March 1.

Project conceived last summer to stimulate FM receiver sales and given impetus at Aug. 22 meeting in Roanoke, Va. [B•T, Aug. 27]. Final plans for North Carolina FM drive were drawn up last Thursday at Charlotte meeting attended by 45 broadcasters and distributors.

John H. Smith Jr., NARTB FM director, told meeting that 41 N. C. stations are offering FM service. James D. Secrest, RTMA secretary-general manager, credited NARTB President Harold E. Fellows with fathering NARTB-RTMA teamwork idea in promoting FM set sales.

E. Z. Jones, WBBB-FM Burlington, is chairman of North Carolina special FM promotion campaign committee. He said FM stations will carry 10 or more spots per day, mentioning dealers names. Special programs, promotional material for dealers and newspapers as well as other projects will be provided. Earl Gluck, WSOC-FM Charlotte, president of North Carolina Assn. of Broadcasters, pledged support of that body.

RTMA's FM Promotion Committee is headed by Don Whiting, who said packets of promotional material will be supplied stations, dealers and distributors.

ATLASS PETITION

ATLASS Amusement Co. petitioned FCC Friday for permission to intervene in license renewal hearings of WKOW Madison, Wis., scheduled to be heard Jan. 21 before FCC Hearing Examiner James D. Cunningham [B•T, Nov. 12]. Station's license renewal application was set for hearing on implication that Madison CBS outlet got its network affiliation by hiring Atlass company as management consultants, and that licensees have abdicated control of station to Atlass firm. Firm gets 50% of profits of WKOW under its contract with station.

Management firm is headed by H. Leslie Atlass Jr., son of H. Leslie Atlass Sr., CBS Central Division vice president and general manager of CBS-owned WBBM Chicago. Senior Mr. Atlass also owns 19% of WIND Chicago. Ralph Atlass, brother of H. Leslie Atlass Sr., is vice president and general manager of WIND, controls WLOL Minneapolis, KIOA Des Moines and has management contract with WMCA New York. H. Leslie Atlass Jr. is also program director of WIND.

Pre-hearing conference of attorneys is scheduled to take place Jan. 3 before Examiner Cunningham in Washington.

RESEARCH AWARD

EDWARD L. BERNAYS Foundation Radio-Television Award, $1,000 U. S. bond, to be presented by American Sociological Society to individual or group contributing best piece of research on effects of radio and/or TV on American society. Reports must be submitted before June 15 to F. Stuart Chapin, chairman of judging committee, at U. of Minnesota Dept. of Sociology, Minneapolis. Information available at society in care of New York U., Washington Square, New York 3.

In this Issue—

A B•T projection of new U. S. Census Bureau figures shows 42,427,000 radio homes in the U. S. as of Jan. 1, 1952. Here's a list of the most up-to-date and accurate estimates available on the number of radio homes in all U. S. metropolitan areas. *Page 23.*

NBC tells affiliates it won't use controversial radio rate formula, now planned to become effective in mid-1952, a second time. Re-evaluation of whole rate question is promised after present plan adopted. *Page 23.*

Second part of B•T Trends for 1952 survey is in this issue. Transcription and program packaging firms expect gains: *Page 25.* Research experts see trend toward more critical measurement than mere program ratings: *Page 25.* Regional networks are optimistic: *Page 26.* Congressional leaders tell where broadcasting legislation stands on eve of new Senate and House sessions: *Page 28.* The progress of Broadcast Music Inc: *Page 68.* Index of year-end statements: *Page 25.*

Radio network gross billings last November were $14,377,151, 9% below billings of year before: *Page 29.* TV network gross billings last November were $13,919,327, twice as big as in November, 1950: *Page 49.*

ASCAP got $12 million from radio and TV broadcasting in 1951—about 85% of its total income from music licensing. *Page 29.*

Gian-Carlo Menotti's new opera, composed especially for television, is reviewed. *Page 32.*

Xavier U. of Cincinnati says TV has no effect on children's learning in schools. Results of a study of 1,000 Cincinnati youngsters. *Page 50.*

Details of new NBC-TV network rate increase. Rates up 9%, but cost per thousand down to $1.71, says NBC. *Page 49.*

It was Christmas on the air for U. S. broadcasters. *Page 70.*

Federal Civil Defense Administration briefs communications delegates on radio-TV silence plan for emergency. *Page 78.*

New test case challenging legality of state gross receipts tax on station goes to court this week in suit filed by KPOA Honolulu. *Page 34.*

Upcoming

Jan. 7-10: National Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U. S. begins.

Jan. 10: Radio Executives Club of New York, luncheon meeting, Waldorf Astoria Hotel, New York.

Jan. 10-12: National Collegiate Athletic Assn. meeting, Cincinnati, Ohio.

(Other Upcomings page 34)

Closed Circuit

(Continued from page 5)

Dec. 10; Nov. 12, 5) Roy V. Whisnand, commercial manager of WKDA Nashville, has assumed general managership of Boston station, in which he acquired 10% interest. Simultaneously Craig Lawrence, vice president and general manager under Cowles' ownership and veteran of 19 years with that organization, announced his resignation but has not disclosed future plans. Others on WCOP executive staff, including A. N. (Bud) Armstrong, national sales manager, and Harry Wheeler, local sales manager, remain with organization.

HIGH COST of network TV has resulted in one large national advertiser (proprietaries-cosmetics) cancelling 124 pages in national weekly newspaper magazine section.

THERE'S little present danger of material shortages holding up new TV stations when FCC freeze is lifted. Government and private sources indicate substantial number of TV transmitters in production with existing schedules calling for steady flow.

WITH EACH passing day it becomes increasingly evident that one of toughest nuts FCC will have to crack on TV allocations will be lumping of VHF and UHF in city-by-city hearings (see Cisler OPEN MIKE, page 15). Increasing pressure both for and against lumping procedure points this up. Meanwhile it's expected that FCC's response to Mr. Cisler will be merely to acknowledge receipt of complaint against lumping and state that matter will be considered at appropriate time (after final allocations are announced in February).

PENICK & FORD (My-T-Fine Dessert), through BBDO, N. Y., expected to buy women's participation shows on radio and television, starting mid-January for 13 weeks in about 40 markets.

THERE ARE many buyers but practically no sellers in TV station sphere. Last week one active searcher reported that TV station market is "frozen solid."

GENERAL BAKING CO. (Bond Bread), N. Y., preparing to place one-hour television show, *Hopalong Cassidy*, once-week, in about 18 TV markets starting late January. Contracts through BBDO, N. Y., expected to be for 52 weeks.

GENERAL FOODS (Birdseye foods), buying established women's participation shows in radio, starting early in January, in approximately 50 markets for 13 weeks. Young & Rubicam, N. Y., is agency.

UP IN PICTURE FIELD

UNITED PRESS enters spot news picture field, Jan. 1, serving newspapers and television, according to joint announcement Friday by Hugh Baillie, UP president, and Fred S. Ferguson, Newspaper Enterprise Assn. president. New service headed by Mims Thompson, former UP central division manager. TV service known as United Press Movietone News. UP purchased world resources of Acme Newspictures, NEA division.

for more AT DEADLINE see page 82

THE YANKEE NETWORK

announces the appointment

of

H-R REPRESENTATIVES, INC.

as its

National

Radio Representative

Effective January 1, 1952

☆

H-R REPRESENTATIVES, INC.

will also represent

Local Stations

WNAC Boston

WEAN Providence

WONS Hartford

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

they say it's a
television age, BUT...

WIBC Indiana's *first* and *only* 50 KW radio station

has increased its share
of nighttime audiences

36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC . . . the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
John Blair & Company, National Representatives

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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TELECASTING Starts on page 47

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

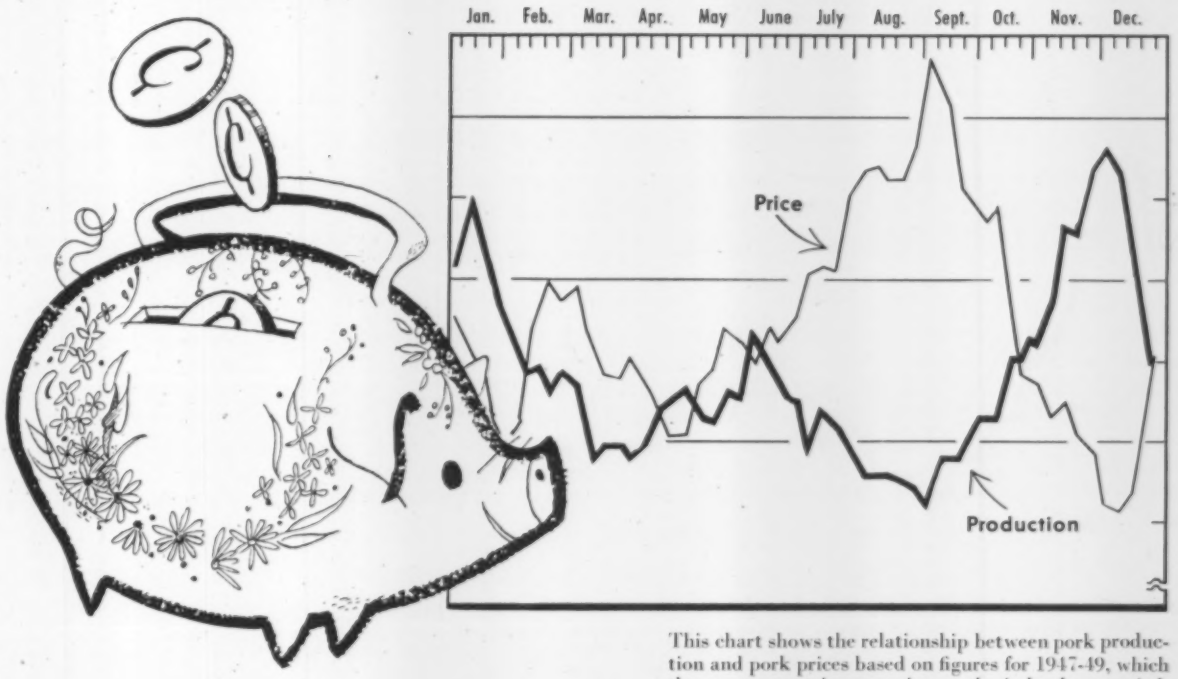
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 35¢.

WHAT LAW

Makes Pork Cost Less in December Than It Does in September?



This chart shows the relationship between pork production and pork prices based on figures for 1947-49, which the government is now using as the index-base period.

The good old law of *supply and demand.* With pork, it works like this:

More than half the pigs are born in spring — also according to law, the *law of nature.* They spend the summer and early fall growing to pork-chop size.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens that happens with any other perishable commodity (strawberries or eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

That chart at the top shows how the cycle goes. *More pork — lower prices* through the winter months; *less pork — higher prices* through the summer.

But summertime is always the time when a big new meat crop is "growing up" on America's farms and ranches.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • *Members throughout the U.S.*

new business

Spot . . .

OLYMPIA BREWING Co., Olympia, Wash., planning spot campaign on eight Alaska stations. Contracts are for 52 weeks. Company also starts sponsorship of 9-9:15, Sat., newscast on 32 stations of Western Mutual-Don Lee Network. Contract for 52 weeks. Agency: Botsford, Constantine & Gardner, Seattle.

Network . . .

WARNER-HUDNUT Inc., N. Y., renews Walter Winchell, Sun., 9-9:15 p.m., on ABC Radio, for 52 weeks. Agency: Kenyon & Eckhardt, N. Y.

FRIGIDAIRE DIV., General Motors Corp., Dayton, Ohio, sponsoring *Pulitzer Prize Playhouse* on ABC-TV. Started Wed., Dec. 19, 10-11 p.m., EST.

AMERICAN CHICLE Co. renews two shows, *The Top Guy* and *Defense Attorney*, effective Dec. 31, for Clorets. Agency: Dancer-Fitzgerald-Sample, N. Y.

S. C. JOHNSON & SONS, Racine, Wis., to sponsor *Robert Montgomery Presents*, Mon., 8:30-9 p.m. CST, on full NBC-TV Network on alternate weeks. Agency: Needham, Louis & Brorby, Chicago.

Agency Appointments . . .

SUNNY SALLY VEGETABLE GROWERS, L. A. (packaged fresh vegetables), names Davis & Co., L. A. Regional radio and TV will be used.

ROBERT WILLIAM FOODS Co., L. A. (macaroni products), appoints Davis & Co., L. A. Media will include radio and TV.

LEHON Co., Chicago (asphalt roofing products), names Ewell & Thurber, same city. Radio is used. Account executive is E. E. SPROUL.

RING-IN DISTRIBUTING Co., S. F., appoints Richard N. Meltzer Adv. Inc., S. F., to handle regional advertising for Ring-In, automotive chemical product. Radio and TV will be used.

KERN FOOD PRODUCTS Inc., L. A. (preserves and jellies), names Davis & Co., L. A. TV being used.

PURE FROZEN Lemon Juice Corp. of America (Nilcar), Chicago, names Ruthrauff & Ryan, same city. ROBERT ARCHER is account executive.

LACK OF COVERAGE

You wouldn't go to bed in the dead of winter and use a towel as a cover—you'd use a blanket or two. Why? Naturally, it's to keep warm—but basically it's a question of coverage.

The same thing is true in advertising. In Chicago and the Middle West, you're out in the cold in thousands of Middle Western radio homes if you're not using WGN.

WGN blankets the Middle West like no other station—WGN reaches more radio homes per week than any other Chicago station. Why use a towel sized medium when WGN offers such tremendous coverage.

Get the most for your money—make WGN YOUR BASIC BUY.

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

Adpeople . . .

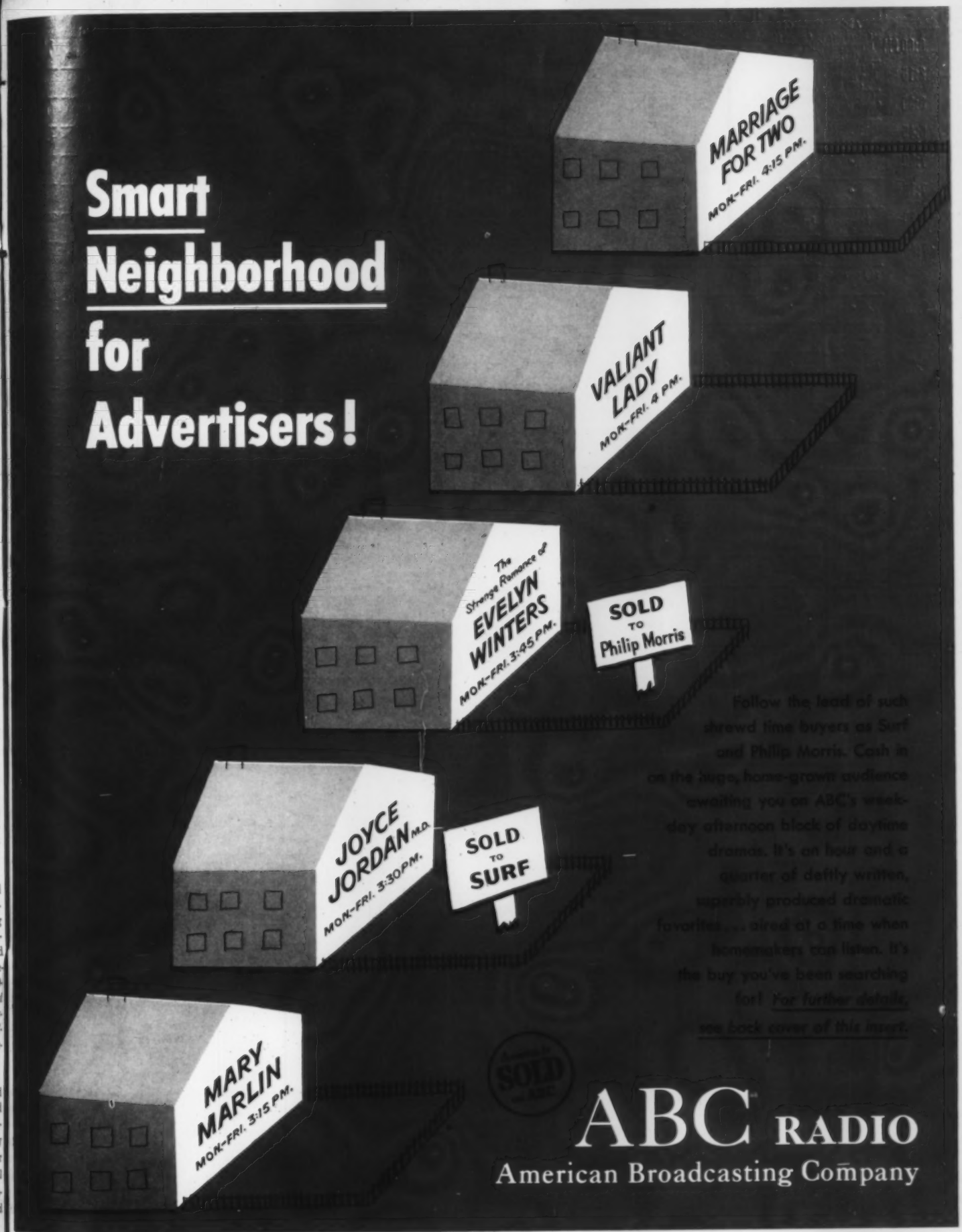
FRANK A. DUNN, Los Angeles branch manager Libby, McNeill & Libby, S. F., named sales manager of western division.

HAROLD C. KAVALARIS, grocery products promotion manager, Sperry Div. of General Mills Inc., S. F., named national promotion manager of General Mills Inc., Minneapolis. He is succeeded in S. F. by RICHARD N. CONFER, formerly with Minneapolis office.

ROBERT BEATTIE, general sales manager; CLARK PETTIT, advertising and sales promotion manager, and FRED TWINING, assistant general sales manager, Golden State Co., S. F., have formed partnership to purchase entire stock of Robison's Dog Food Inc., S. F. Mr. Twining has resigned from Golden State to head dog food company. Other partners are remaining in present positions.

JOSEPH E. GRIESEDIECK elected vice president and assistant general manager Falstaff Brewing Corp., St. Louis. KARL K. VOLLMER elected vice president and named director marketing department. HERBERT A. GOODWIN, vice president in charge of sales, resigns to join Blatz Brewing Co., Milwaukee. R. B. WIGHTMAN appointed advertising director Falstaff.

EDWARD H. SMYTHE, sales and advertising manager, Branded Goods Div., Rockwood & Co., assumes same position for grocery store products of Walter Baker Chocolate & Cocoa Div. of General Foods, Dorchester, Mass. He succeeds ANDREW C. QUALE, named sales manager for bulk products.


Smart Neighborhood for Advertisers!
MARRIAGE FOR TWO
MON-FRI. 4:15 P.M.
VALIANT LADY
MON-FRI. 4 P.M.
The Strange Romance of
EVELYN WINTERS
MON-FRI. 3:45 P.M.
SOLD TO Philip Morris
JOYCE JORDAN M.D.
MON-FRI. 3:30 P.M.
SOLD TO SURF
MARY MARLIN
MON-FRI. 3:15 P.M.
Follow the lead of such shrewd time buyers as Surf and Philip Morris. Cash in on the huge, home-grown audience awaiting you on ABC's week-day afternoon block of daytime dramas. It's an hour and a quarter of deftly written, superbly produced dramatic favorites ... aired at a time when homemakers can listen. It's the buy you've been searching for! For further details, see back cover of this insert.
SOLD
ABC RADIO
American Broadcasting Company

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Prods. Drew Pearson (127)	Pearson Pharm My Friend Irma (191)	Quaker Sgt. Preston of the Yukon	Texas Rangers Joel McCrea *MM (see footnote)
6:15	Sosman Bros. Mon. Headlines (258) R	"	"	"
6:30	CBC Winnipeg Concert (alt.)CBC Vancouver Symphony	C-P-P Dental & Shave Creams Our Miss Brooks (192)	Nick Carter	Reynolds Metals The Big Show (175)
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	"	Amer. Tob. Co. Jack Benny (190) R	Affairs of Peter Salem	The Big Show OT
7:15	"	"	"	"
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Little Symphonies	" *OT
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Charlie McCarthy Show (291)	This Is Free Europe	RCA Harris & Faye (190)
8:15	"	"	"	"
8:30	American Chicle Stop the Music (229)	Philip Morris Playh. on Bwy. (187)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (177)
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Warner-Hudnut Walter Winchell (257)	Electric Cos. Corliss Archer (177)	Opera Concert	"
9:15	Marlene Dietrich (232)	"	"	"
9:30	TBA	Meet Millie	Sterling John J. Anthony Hour	Philip Morris Eddie Cantor (148)
9:45	TBA	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05) Bob Trout	Okla. City Symphony	64 Question S
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Choraliers (156)	"	Tin Pan Valley S
10:45	Dr. Gino S	Music For You	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Elmer Roper	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	No Network Service
6:30	"	No Network	"	Bill Stern Sports Review (MM)
6:45	"	P&G Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G Oxyd. Love Dreft—Beulah (124) R	Co-op Fulton Lewis Jr. (344)	Pure Oil Co. News Time (33)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153) R	Campbell Soup Club 15 (165) R	Amer. School & Boltone alt. wks. Gabriel Heatter	Miles Labs News of World (162)
7:45	(See footnote)	Am. Oil-Homm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (159) H R
8:00	General Motors Henry Taylor (158)	Elec. Auto-Lite Suspense (185)	Woman of the Year	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	"	"
8:30	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (165) R	Crime Does Not Pay	Firestone Voice of Firestone (142)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (176) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (183) N
9:45	"	"	"	"
10:00	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	Coca-Cola Marie Lanza Show (188)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	"
10:30	Time For Defense	Phillips Petro Rex Allen Show (88)	Bands For Bonds	Dangerous Assignment (MM)
10:45	"	Robert Q. Waxworks	"	"
11:00	"	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	No Network Service (6:15-6:45)
6:30	"	No Network	"	Bill Stern Sports Review (MM)
6:45	"	P&G Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition	P&G Oxyd. Love Dreft—Beulah (124) R	Fulton Lewis Jr. (344)	Pure Oil Co. News Time (29)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R	Dinner Date	No Network Service
7:30	General Mills Silver Eagle (137)	Peggy Lee Show S	Cuna Mutual Ins Gabriel Heatter	Miles Labs. News of World (162)
7:45	"	Am. Oil-Homm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (160) H R
8:00	Newstand Theatre S	Mars People Are Funny (178)	The Black Museum	duPont Cavalcade of America (182)
8:15	"	"	"	"
8:30	Met Auditions of the Air S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (193) R	Story of Doctor Kildare	Lewis-Howe Co. Yums Hollywood Theatre (189)
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm Wrigley Life of Luigi (186)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)
9:15	"	"	"	"
9:30	"	Sterling Drug Pursuit (151)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (15)	"	"	"
10:00	News of Tomorrow S	The Line-up	A. F. of L. Frank Edwards (23)	Philip Morris Playhouse on Bwy. (137)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	"
10:30	United—or Not? S	Robert Q's Waxworks	Dance Orchestra	The Man Called "X" S
10:45	"	"	"	"
11:00	Band S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)
6:15	"	You and the World S
6:30	"	No Network
6:45	"	P&G—Ivory Lowell Thomas (105)
7:00	Co-op Headline Edition	P&G Oxyd. Love Dreft—Beulah (124) R
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R
7:45	(See footnote)	Am. Oil-Homm. Ed. R. Murrow (100)
8:00	Sterling Drug Mystery Theatre (283)	Lever-Lipton Godfrey Big Town (151) R (8-8:25)
8:15	"	Mr. Chameleon
8:30	American Chicle The Toy Guy (213)	Chesebrough Dr. Christian (187) R
8:45	"	"
9:00	Co-op Rogue's Gallery	Norge Red Skelton (34)
9:15	"	"
9:30	Co-op Mr. President	Liggett & Myers Bing Crosby (191)
9:45	"	"
10:00	News of Tomorrow S	Pabst Blue Ribbon Bouts (179)
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S	"
10:45	"	"
11:00	Band S	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophec (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (55) Spl.
11:15	"	"	Dixie 4 Quartet	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Green Cross Song Festival
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S
12:45	"	Chas. Collingwood News	Dawn Bible Frank & Ernest	"
1:00	San Francisco Sketch Book S	String Serenade	Vandeventer & The News S	Critic at Large
1:15	"	"	Book Associates Various	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (260)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	Barnyard Follies S	9:15-25 Co-op Tell Your Nghbr. 9:25-30 News	"
9:30	"	"	Harmony Rangers	"
9:45	Philco Corp Breakfast Club (285)	"	"	"
10:00	Sterling Drug My True Story (212) R	Toni-Reid-Murdock, Arthur Godfrey (178) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (144)
10:15	(See footnote)	Lever-Rinso Arthur Godfrey (180) R	Lanny Ross	"
10:30	General Mills Betty Crocker (91) R	Pillsbury Arthur Godfrey (191) R	Co-op Take a Number 10:30-10:55	Campbell Double or Nothing (140)
10:45	Philip Morris Against the Storm (255)	National Biscuit Arthur Godfrey (193) R	"	"
11:00	Lever Bros. Lone Journey (257)	Liggett & Myers Arthur Godfrey (199) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)
11:15	General Foods When a Girl Marries (94)	"	"	"
11:30	Bristol-Myers (MWF) (290)	Contel. Baking Grand Slam (50)	Lorillard-Kraft Queen for A Day	C-P-P King's Row (171)
11:45	Philip Morris (TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	Armour Dial Dave Garroway (173)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Serutan Victor Lindlahr (149)	Lever Bros. Aunt Jenny (143)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	Not in Service	Whitehall Helen Trent (175)	Miscellaneous Program	"
12:45	"	Whitehall Our Gal Sunday (169)	Faith in Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (156)	Co-op Cedric Foster	Homestowners S
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (159)	Bob Poole Show (1:15-1:25)	Pickens Party Rpt.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	Network Opens 10 a.m.	Howdy-Doody (8:30-9:30) (MM)
9:15	" S	Barnyard Follies S	"	"
9:30	"	"	"	Brown Shoe (120) Smilin' Ed McConnell
9:45	"	Garden Gate	"	"
10:00	"	Lee Kelton Orchestra	Miscellaneous Program S	Mind Your Manners
10:15	"	Galen Drake	"	"
10:30	Ralston Space Patrol (284)	Make Way Youth	Leslie Nichols	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(154)	Georgia Crackers	Tintair S. Maugham Theatre (134)
11:15	"	"	S. C. Johnson News (11:25-11:30)	"
11:30	Eddie Fisher Show	Cannon Mills Give & Take (150)	U.S. Marine Band	Hollywood J Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (186)	Quaker Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (152)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Toni Grand.Con.Sta. (177)	Bands For Bonds	Allis-Chalmers Batt. Farm & H. Hour (174)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	Concert of Europe S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Beauty Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	Sylvania Elec. Sammy Kaye's Sunday Serenade (85)
5:15	"
5:30	Goodyear Greatest Story (238)
5:45 PM	"

EVENING — JANUARY 1952

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S	Una May Carlisle S	Morton Salt Visitin' Time (7)	Harmony Rangers	Bob Warren News	6:00 PM
"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	Faith of The Future S	UN on the Record	"	H. V. Kaltenborn News (MM)	6:15
"	Bill Stern Sports Review (MM)	"	No Network	"	Bill Stern Sports Review (MM)	"	No Network	"	Bill Stern Sports Review (MM)	Co-op Harry Wismer	Saturday Sports Roundup	Soldiers Serenade	NBC Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (32)	"	P&G—Ivory Lowell Thomas (105)	"	Sun Oil Co. 3-Star Extra (33)	Labor-Management S	Larry Lesueur News	Organ Music	"	6:45
Fulton Lewis Jr. (329)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G—Oxy. Lava Droft—Beulah (124) R	Fulton Lewis Jr. (329)	Pure Oil Co. News Time (39)	Co-op Headline Edition	P&G Oxyd. Lava Droft—Beulah (124) R	Fulton Lewis Jr. (329)	Pure Oil Co. News Time (33)	"	This I Believe Saturday at The Chase	Co-op Al Helfer	"	7:00
Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (152) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (152) R	Dinner Date	No Network Service	Co-op Bert Andrews	"	Twin Views of the News	"	7:15
Nazarene Gabriel Heatter	Miles Labs News of World (162)	General Mills Silver Eagle (137)	Peggy Lee Show S	VCA Labs, Inc. Gabriel Heatter	Miles Labs News of World (162)	General Mills Lone Ranger (153)	Campbell Soup Club 15 (165) R	Gabriel Heatter	Miles Labs News of World (162)	Chance of a Lifetime S	Operation Underground	Comedy of Errors (7:30-7:55)	Archie Andrews S	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (160) H R	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (159) H R	"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"	7:45
MGM Musical Comedy Theatre of the Air	Schlitz Brewing Halls of Ivy (175)	Hollywood Star Playhouse S	Wildroot F.B.I. In Peace & War (155) R	Modern Adventures of Casanova	Avco Crosley Father Knows Best (157)	R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (172)	Dancing Party S	Wrigley Gene Autry (179)	20 Questions	Jane Ace Disc Jockey	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
"	Kraft Gildersleeve (160)	American Chicle Defense Attorney (287)	Hall Bros. Hallmark Playhouse (183) R	The Hardy Family	Mr. Keen Tracer of Lost Persons *OT	Equitable Life This Is Your FBI (280) R	The Big Time	Gracie Fields Show	The Martin & Lewis Show *OT	"	GF-Post Cereal HopalongCassidy (155) R	MGM Theatre of the Air	Bob & Ray	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Hidden Truth	DeSoto Plymouth Dealers, You Bet Your Life (183)	Lorillard Amateur Hour (285)	Hearthstone and the Death Squad	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R	Heinz Ozzie & Harriet (288)	Paul Weston Show	Magazine Theatre	Duffy's Tavern S	"	GF-Grape-Nuts Gangbusters *(158) R	"	The Judy Canova Show S	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Am. Cig. & Cig. The Big Story (176)	"	Stars in The Air	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)	Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S	"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (163)	9:30
"	"	Foreign Reporter S	"	"	"	" (see footnote)	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (135)	Barrie Craig Conf. Investigator S	News of Tomorrow S	Hollywood Sound Stage	A. F. of L. Frank Edwards (23)	Amer. Tob. Co. Your Hit Parade (180)	Gillette Cavalcade of Sports (293)	(10-10:05) Bob Trout News Capital Cloakrm.	A. F. of L. Frank Edwards (135)	Night Beat S	Saturday at Shamrock S	(10-10:05) Bob Trout News Robert Q's Waxworks	Chicago Theatre of the Air S	R. J. Reynolds Vaughan Monroe (178)	10:00
Co-op I Love A Mystery	"	Club Can Do S	"	Co-op I Love A Mystery	"	"	"	Co-op I Love A Mystery	"	"	"	"	"	10:15
Dance Orchestra S	Meredith Wilson Music Room S	Hotel Edison Orchestra S	Robert Q's Waxworks	Dance Orchestra	Music	"	Dance Orchestra	Dance Orchestra	Bill Stern's Portraits in Sports	Hotel Claremont S	"	"	Al Goodman's Musical Album S	10:30
"	"	"	"	"	"	American Sports Page S	"	"	Pro & Con S	"	"	"	"	10:45
Co-op Bookbags Talking	News from NBC	Band S	News	Co-op Bookbags Talking	News from NBC	News S	News	Co-op Bookbags Talking	News from NBC	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Wood Trio S	Dance Orchestra	Dance Orchestra	TBA	11:15 PM

DAYTIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Music For You	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (152)	Luncheon with Lopez	Co-op News George Hicks S	Vincent Lopez Show	Carter City Hospital (151)	(1:30-2:25)* Symp. for Youth	Coast Guard Cadets on Parade	
"	"	"	"	P&G Duz Guiding Light (155)	"	Wesson Oil Dr. Paul (59)	"	"	"	"	
Lanigan-Wittauer Symphonette (154)	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (73) Grady Cole (40)	Dixieland Matinee	Ralph Edwards Show S	Texas Co. Met Opera (278)	Hormel & Co. Music with H. Girls (119)	S. C. Johnson News (2:25-3)	Coffee in Washington S	
"	"	"	"	P&G Tide Perry Mason (158)		"	"	"	"	"	
New York Philharmonic Orchestra	Co-op Bill Cunningham (79)	Amer. Trucking Amer. Forum of the Air (175)	(See footnote) Family Circle (2:35-3:00) S	Toni, Seeman Nora Drake (166)	Say It with Music	General Mills Live Like A Millionaire (74)	"	The Chicagoans	Dunn on Discs	TBA	
"	Report From Pentagon	"	General Mills Joe Emerson's Hymn Time (25)	P&G Ivory Fl. Brighter Day (142)	"	Amer. Tob. Co. Sanghart 2:55	"	"	"	"	
"	Bandstand U.S.A.	America's Music S	Marriage for Two Co-op	Miles Labs Hilltop House (145)	Co-op Poole's Paradise	P&G Life-Beautiful (158)	"	Report From Over Seas	Bandstand U.S.A.	The Downbeamers S	
"	"	"	"	Pillsbury House Party (161)	"	P&G Road of Life (158)	"	Adventure In Science	(3:25-3:30) S. C. Johnson News	"	
"	Air Force Hour	Earl Godwin's Washington	Lever Bros. "Joyce Jordan, M.D." (278)	"	"	P&G Pepper Young (158)	"	Farm News Co-op	Sports Parade	U. S. Army Band	
"	"	Belmont Radio John C. Swayze (135)	Philip Morris Romance of E. Winters (249)	*Kellogg Winner Take All	"	P&G Right to Happiness (158)	"	"	"	"	
(4:05-15) Beltone Ed. C. Hill (148)	Bobby Benson	The Falcon S	Valiant Lady S	"	Miscellaneous Programs	P&G Backstage Wife (149)	"	TBA	Caribbean Crossroads	Music	
(4:15-30) World News Roundup	"	"	Thy Neighbors Voice S	"	4:25 News S	Sterling Drug Stella Dallas (149)	"	"	"	"	
It's Always Sunday	Under Arrest	U. S. Tobacco Martin Kane (187)	The Perfect Husband Co-op	Treasury Bandstand	Mort's Record Adventures M-F 4:30-5	Sterling Drug Young Widder Brown (149)	"	Cross Section U.S.A.	TBA	TBA	
"	"	"	Big Jon & Sparkie S	"	M—R. Benson & TuTh Quaker Sgt. Preston of Yukon	Manhtn. Soap Woman in My House (177)	"	"	"	"	
Kingan Arthur Godfrey (95)	Wildroot The Shadow	Whitehall 1212 S	Mark Trail S	4:55-5 News	WF OrangeCrush Green Hornet	Whitehall Just Plain Bill (145)	Tea & Crumpets S	Correspondents' Scratch Pad	Matinee at Meadowbrook	Big City Serenade	
"	"	"	"	T—Music By Antonini MW Chicagoan ThF St. Louis Matinee	5:30-5:55 Tu & Th, Derby Sky King	Whitehall Front Page Farrell (148)	"	Stan Dougherty Presents	"	"	
Mr. Chameleon	Williamson True Detective Mysteries (515)	The Silent Men D. Fairbanks Jr. S	Kellogg Co. Space Cadet Tu&Th (223)	Top Tune Time	5:30-5:55 MWF) Kellogg Wild Bill Hickok	P&G Lorenzo Jones (195)	Pan American Union S	Treasury Bandstand	"	Special Programs	
"	"	"	(MWF) Fun Factory S	Miles Labs Curt Massey Time (147) R	Johnson & Son Capitol Commentary, M-F 5:55-6	Bob & Ray	Club Aluminum Club Time (29)	"	(5:55-6) S. C. Johnson Capitol Commentary	Mutual Benefit Ins., Bob Considine (170)	

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
9:55-10 a.m., F, General Foods, Sanka News Roundup (293).
10:25-10:30 a.m., M-F, Gen. Mills, Arnold—Storyteller, (91).
2:30-2:35 p.m., M-F, John H. Dulaney & Son, Dulaney Daily Double, (49).
5:55-6 p.m., Tu.-Th. Amer. Chicle, W. Rogers (175).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.

CBS—8:30-9:15 a.m. Sun., Gen. Foods, Sun. Morning Gatherin', (109).
10:25-10:30 a.m. Sat., Econ Labs, G. Drake, (185).
11-11:05 a.m. Sat., Campana Sales Co. Bill Shadel News, (184).
4:45-5 p.m., M-F, Kellogg Co., Carl Smith, (155).
5:55-6 p.m. Sun., Campana Sales Co., Sunday News Special, (188).
11:30-11:35 a.m., Sun., Shadel-News.
12:55-1 p.m., M-F, Pillsbury, Cedric Adams (161).
9:25-9:30 p.m. Sat., Gen. Fds, Shadel-News (155).
10:25-10:30 a.m. Sat., Econ Labs, G. Drake (184).
*4-4:05 p.m. Sun., No. Amer. Van Lines, Jay Stewart, Fan Mail (178). Off 1/13.
4:55-5 p.m., M-F, Kellogg Co., Carl Smith (155).
5:55-6 p.m. Sun., Campana Sales Co., Sunday News Special (188).

MBS—7:55-8 p.m. M-F, Miller Brew. News.
8:55-9 a.m., M-F Reynolds Tobacco, Ken Carson-Sings.
11:25-11:30 a.m., M-F, S. C. Johnson & Son News.
2:25-2:30 p.m., M-F, S. C. Johnson & Son News.
12:25-12:30, M-F, News, Sustaining.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.
11:30-12 noon Tu-Th, Kraft Foods Co., co-sponsors Queen for a Day.

NBC—*OT Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
January 1952 Copyright 1951

What a block...
What a buy!

MARRIAGE FOR TWO. Newest dramatic success of veteran scripter Elaine Carrington! This engrossing tale is now available to *local* and/or national advertisers as an ABC Radio Co-op Program. 4 pm.

FOR SALE

VALIANT LADY. The intensely human story of social worker Joan Scott, a woman who meets life on its own terms. Written by writer-extraordinary Hector Chevigney. 3:45 pm.

FOR SALE

MARY MARLIN. Old, old favorite... listed among radio's top ten for more than 13 years! Now given new life by the dynamic storytelling of authoress Mona Kent. 3 pm.

FOR SALE

Any one of these great shows offers an advertiser a large, ready-made audience of receptive listeners. Blocked together, the selling power of each of ABC's five afternoon dramas is multiplied by five. They exert more influence, more pressure on housewives than any other advertising medium of comparable cost. Don't delay! Contact your ABC Radio representative today!

SOLD

ABC RADIO
American Broadcasting Company

open mike

Oh, No

EDITOR:

Your proof-reader appears to be as confused as we buyers of radio and TV time when it comes to Hooper, Pulse, Nielsen, *et al* acceptances.

On page 88 of last week's [B•T, Dec. 17] a news item which was headed "Popularity Data—Hooper Releases Nine Area Study" went on to describe A. C. Nielsen's new popularity TV ratings for programs aired in markets with a minimum of three stations.

This being the season for forgiveness and good will toward men, no more will be said except to wish you and your staff . . . a happy New Year.

Herbert Gruber
Chief Timebuyer
Cecil E. Presbrey
New York

[EDITOR'S NOTE: The forgiveness of Messrs. Hooper and Nielsen is also solicited.]

* * *

Big Boys' Bonanza?

EDITOR:

Immediate opposition should be registered by all prospective UHF applicants direct to the [FCC] against the proposal of the Federal Communications Bar Assn. in urging the FCC to "lump" all TV applicants in an area into one general hearing, regardless of whether the applicants wanted only VHF or UHF.

Little has been said in the trade press about the following situations that anyone can see developing.

(1) New applicants, especially those in the operating business, are being staggered by the fantastic legal fee estimates being handed out in Washington to prospective TV applicants. I have friends who are long-time station owners and who have been quoted fees as high as $60,000 in a metropolitan market! This is based on long, expensive legal hassles, hearings, transcripts, high powered witnesses, counsel, etc. How many remember the long and bitter and expensive fight to get FM channels in New York City?

(2) Were the Commission to grant the FCBA request the natural result would be that people who were willing to go into UHF right now, would be blocked by being lumped with applicants whose primary interest is VHF. These applicants are willing to fight it out for VHF but don't want anyone to get UHF started until the VHF channels are passed out. These applicants are banking on the belief that if they lose out on VHF then they can take "second best" in line, a UHF channel.

(3) The next inevitable result would be "law" to death many small applicants who simply can't match the legal costs of the big money applicants. This is an old dodge with many a rich corporation being sued by an individual. And the legal dodges and expenses involved in even AM radio today can surely wear out and break many a little fellow. Thus, control passes by default to the big money applicant.

(4) If TV is to be the property of the big money people, individuals or corporations, God help this country. Radio was built on the work of hundreds of small operators. TV deserves the same spark of initiative and personal perspiration and personality. Mere money alone does not insure a successful business in any line. If the TV grants are to go to the big money applicants, I predict a demand by many small folks for Congress to step in and stop the whole proceedings.

(5) Opposition should also be registered to the proposal advanced by Comr. [George E.] Sterling that networks and others be given the right to hold up to 7 TV grants, 2 of which would be in UHF. Here is a grab of more power for the big operators, and in a field where even the FCC admits there are not enough channels to go around. Why, with such scarcity, should networks and group operators be given *more* grants?

It is now a fact of electronic life that the limited spectrum makes UHF a "must" for developing a truly national TV system. If such is the case, and there are enough willing applicants of a localized nature for UHF, why open the doors to more grants to networks and chain operators? I personally think the number of grants to be held by any one individual or group or corporation, major or minor interests, should be three, and not five as at present.

S. A. Cisler
Vice President
WKYW Louisville

[EDITOR'S NOTE: Broadcaster-Owner Cisler has been a crusader for many an independent radio cause. His TV views, largely as expressed here, also were communicated to the FCC in a letter to Chairman Wayne Coy.]

L.A. Ad Tests

SIXTH annual examinations for advertising to be conducted by Southern California chapter of American Assn. of Advertising Agencies, will be held in Los Angeles, Feb. 16. Application blanks may be obtained from Jack Waterman, c/o Dudley L. Logan Adv., 448 S. Hill St., Los Angeles 3.

THE NEEDLE!

by MAURICE B. MITCHELL Vice-Pres. Gen'l. Mgr.
Associated Program Service 151 W. 46th, N.Y. 19

GREETINGS AND SALUTATIONS

. . . at year's end, to all our subscribers and other good friends . . . to the dozens of broadcasters who've told us: "Ask anybody to to call us—we'll tell 'em what a grand service you've got!" . . . to the officers and members of the many state broadcasters' associations who have invited us, past-present-and future, to work with them . . . to our many helpful informants in the retail and economic fields for invaluable help in making "The Needle" an unparalleled source of selling inspiration for radio salesmen . . . to our newest subscribers: WCAU-TV, Philadelphia; WMC-TV, Memphis; KING-TV, Seattle; WSAZ-TV, Huntington, W. Va.; WCUE, Akron; WKBO, Harrisburg, Pa.; KFJZ, Ft. Worth; KIEM-KRED, Eureka, Cal.; WSOO, Sault Ste. Marie; KATE, Albert Lea; KXL, Portland . . . to some nice folks in our own field, like Milt Blink and Alex Sherwood of Standard; Nat Donato of C. P. MacGregor; Cliff Ogden of Capitol . . . and others!

WHAT THE APS RELEASE LOOKS LIKE

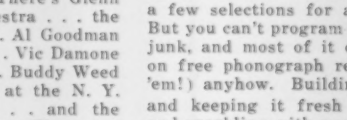
Every month each APS full library subscriber-station (and many subscribers to the special small libraries, too) receive a big carton of fresh new broadcast material. A glance at the release for January '52 will give you a good idea of what this package contains. First, there are seven discs . . . six containing music and one containing Mitch's transcribed sales meeting (No. 11), titled "Facing Competition from Television." Eight outstanding artists are featured, all of them adding to the already deep list of selections under their names in the APS catalog. There's Glenn Osser and his Orchestra . . . the Ted Dale Strings . . . Al Goodman and His Orchestra . . . Vic Damone . . . Mindy Carson . . . Buddy Weed . . . George Wright at the N. Y. Paramount Organ . . . and the Hank D'Amico Sextette. Five categories of music are covered in this release: Light and Popular Concert (we also call it "Radio Music") . . . Popular Vocal . . . Novelty-Instrumental . . . Piano Solo . . . and Organ Solo.

What about the music itself? It covers an astounding variety of tastes, of standard and contemporary titles. There are 47 different selections, and here's a partial cross-section: By Goodman; Waltzes from "Der Rosenkavalier" . . . Hora Staccato . . . Fantasie . . . Impromptu in C Sharp Minor, Op. 66. By Glen Osser; Slow Poke . . . Another Autumn (from the new hit musical "Paint Your Wagon") . . . It's All Over But the Memories. By Ted Dale; Penthouse Serenade . . . Canto Indio . . . Play, Fiddle, Play . . . La Rosita. By Damone; I Could Write a Book . . . The Birth of the Blues. By Mindy Carson; I'll remember April . . . Many Happy Returns of the Day . . . Gee, But You're Swell. By George Wright; Star Dust . . . My Gal Sal . . . Falling In Love With Love . . . If I Love Again. By Buddy Weed; The Dancer . . . Ballerina's Dream.

Is this a special release? Nope. The APS December package was just as large (all our releases contain seven discs) and featured Ralph Flanagan and His Orchestra . . . Dick Jurgens and His Orchestra . . . Denny Vaughan and His Orchestra (also featuring selections from "Paint Your Wagon") . . . Kay Armen . . . Edward Linzel in sacred instrumental organ selections . . . the Westminster Choir . . . Earl Sheldon and His Orchestra . . . and the Satisfiers. The December transcribed sales meeting: "Creative Radio Selling."

THIS MUSIC BUSINESS . . .

. . . is no simple matter, if you take it seriously and approach it conscientiously. It's easy to "fake" a monthly library release . . . or a whole library, for that matter. "Unknowns" will work for scale, and there are plenty of "big names" around who will knock out a few selections for a fast buck. But you can't program that kind of junk, and most of it comes along on free phonograph records (drat 'em!) anyhow. Building a library and keeping it fresh and useful and sparkling with new releases is a planned, long-range project and we thank our lucky stars at APS that a master like Andy Wiswell is available to do our planning in this field. Nobody in our industry can touch him!



ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
Plaza 7-7710

what happens

when

goes to MONTANA?

The XL Stations Make LIFE the LEADER in Montana in the *short span of weeks.*

Let the proven "Sales Power" of the XL STATIONS make your PRODUCT *the leader* in the Pacific Northwest.

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

FE

John W. Hollow
HELENA NEWS AGENCY
Helena

Peg Robertson
SILVER BOW NEWS COMPANY
Butte

Julius E. Hilgard
HILGARD NEWS AGENCY
Great Falls

Floyd E. Green
GALLATIN VALLEY NEWS AGENCY
Bozeman

Percy Frazier Jr.
FRAZIER NEWS AGENCY
Missoula

MESSAGES FROM THE MEN WHO SELL LIFE

"The picture changed when LIFE had the advantages of advertising on KXLJ as clearly proven by LIFE outselling magazine X by 436 copies."

John W. Hollow

"Sales were up an average of 10% over the same period a year ago. We feel that this increase is directly attributable to the radio advertising done on KXLF . . ."

Peg Robertson

"For a period of nine weeks in 1950, magazine X sold 8,191 copies as against 7,832 for LIFE. It's a little different story since LIFE'S spot campaign on KXLK. During the same period in 1951 magazine X sold 8,239 as against 8,607 for LIFE. LIFE outsold mazagine X by 368."

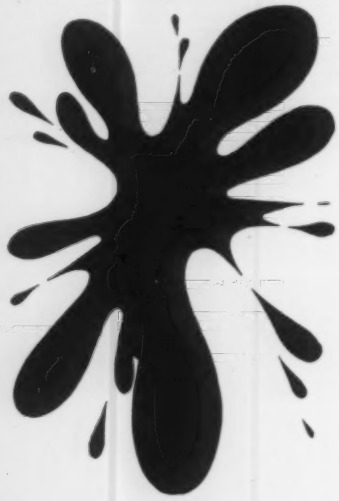
Julius E. Hilgard

"The recent spot announcements on KXLQ for LIFE definitely held up the sale through a period which normally shows a slump in magazine sales . . . an average gain of 80 copies per issue."

Floyd E. Green

"Figures on our sales of LIFE, since the spot announcements on KXLL show that with the issue of March 26, we had 202 copies unsold, . . . April 16, one copy unsold. On the May 14 issue, sales increased by 115 copies over our original quota."

Percy Frazier, Jr.



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

PHILADELPHIA'S radio and TV owners and operators have inaugurated the opening of their own central office at 1900 Rittenhouse Sq., Philadelphia, and appointed a fulltime executive secretary.

Ruth Chilton Burns has been appointed executive secretary of the Philadelphia Radio and TV Broadcasters Assn. Mrs. Burns, the former Ruth Chilton, who has been active in practically every phase of the industry in the past 26 years, began her career in New England. Along with Dorothy Lewis, she helped set up the Assn. of Women Broadcasters of the NAB and subsequently became its first national president.

The announcement of the appointment of a full-time executive secretary and opening of their own office was made at the association's December meeting at the Midday Club in Philadelphia.

President of the new organization is Benedict Gimbel Jr., president and general manager of WIP. Patrick J. Stanton, owner of WJMJ, is secretary and Max Leon, president of WDAS, is treasurer.

The Advisory Committee is headed by Roger Clipp, general manager of WFIL, with Benedict Gimbel Jr. serving on the committee. The third member of the committee will be rotated throughout the year. Mr. Stanton is the first to serve in this capacity.

The association plans to serve as a clearing house for all public service programming, to aid charitable campaigns using radio and TV and to assure maximum cooperation. It will also sift and make recommendations to the member stations as to which campaigns should receive priorities.

Through regular bulletins and monthly meetings, the broadcasters will be kept abreast of major changes affecting the industry.

Members of the Philadelphia Radio and TV Broadcasters Assn. are: William A. Banks, WHAT; Roger Clipp, WFIL and WFIL-TV; William Caskey, WPEN; Benedict Gimbel Jr., WIP; Paul F. Harron, WIBG; E. Douglass Hibbs, WTEL; Max M. Leon, WDAS; Lawrence M. C. Smith, WFLN; Patrick J. Stanton, WJMJ; and Donald Thornburgh, WCAU and WCAU-TV.

strictly business

GEORGE T. HARDING

THE entire radio career of George T. Harding, radio division manager in the Dallas office of Branham Co., has been spent in Texas. Since 1928 he has ranged from the then 50 w KGDR San Antonio through Austin, Dallas and Corpus Christi stations, and then to Branham seven years ago.

His Branham job, Mr. Harding says, represents journey's end for him professionally speaking, pending the time when he will retire, buy that small Texas dream ranch, and pass the years with gun and rod.

This "Branham network" jurisdiction in the Southwest takes in not only his native Lone Star State, but Oklahoma, New Mexico, Colorado and Louisiana as well. He estimates he travels some 20,000 miles a year in his far-flung bailiwick from the Gulf of Mexico to the Rockies (he makes Denver two or three times a year), from the Mississippi River to the Rio Grande.

As a radio-TV representative, he has to keep in close touch with leading Southwest agencies and accounts, plus division managers of the many national companies with regional headquarters in Texas and neighbor states.

He became a Radio Pioneer at the recent New Orleans NARTB meeting when Henry Slavick, WMC Memphis, and Ralph Wentworth, BMI, suggested he sign.

His entry into radio in San Antonio in 1928 has a kind of classic quality. A younger George Harding (he's now 52) was assisting in

(Continued on page 67)

K-NUZ
Dood it Again!

...WINS AWARD FOR 1951 AS IN 1950

Yes, for the second time K-NUZ is winner of the Nabisco Promotion Award for outstanding sales promotion of Nabisco Milk Dog Biscuits. K-NUZ again demonstrates its ability to pull and keep on pulling.

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at KEystone 2581

P. O. Box 2135
TWX HO 414

K-NUZ Radio Ranch

HOUSTON'S LEADING INDEPENDENT

agency beat

MAX D. ANWYL and PAUL C. HARPER Jr. elected to board of directors Needham, Louis & Brorby, Chicago. Mr. Anwyl is secretary-treasurer, and Mr. Harper is an account executive and also directs the agency's training program.

JOHN RIDER, co-owner KATY San Luis Obispo, Calif., named general manager Vick Knight Inc., L. A. Agency has erected own building at 812 N. Fairfax Ave., Hollywood, where operations will be headquartered.

ROLAND H. CRAMER, service group head of Chicago office, G. LESTER WILLIAMS Jr., manager of Cincinnati office, and WILLIAM J. BREEN, service group head at New York offices of McCann-Erickson, elected vice presidents.

WILLIAM E. BERCHTOLD to McCann-Erickson, as vice president and chairman of advisory committee on advertising plans for Chicago office. He is former executive vice president and chairman of plans board Foote, Cone & Belding, N. Y.

CAR R. GIEGERICH, account executive on E. R. Squibb & Sons, Amer-

(Continued on page 64)

on all accounts

FLORENCE MURDOCH, an effervescent personality who describes herself as "a creative type dishwasher who gets real dreamy when the dishes are *very* greasy," uses any and all kinds of detergents in television. Tracking back and forth between an ivory tower and the front office at Earle Ludgin agency, Chicago, she concentrates her poodle-clipped head on video problems confronting Ekco Products, Stopette deodorant and McLaughlin's Manor House coffee.

These clients buy such popular network features as the *Frank Sinatra Show*, *What's My Line?* and *Stud's Place*, in that order, all of which are her "babies." A television specialist, in spite of herself and a natural affinity for the simplicity of black and white, Florence Murdoch has been entrenched in the visual medium since 1946.

Mrs. MURDOCH

Mrs. Murdoch (her husband, Bill, has an advertising specialty firm) supervises commercials (scripting and production), often writes them, and helps plan overall campaign and show tactics. With the Ludgin agency seven years, she has served as writer, contact woman and planner on appliance, home economics and consumer products accounts, along with the various and sundry tasks that face that busy Chicago agency.

Born in Louisville, Mrs. Murdoch attended the U. of Chicago, in violent fashion breaking a family tradition that all the girls go to Vassar. During vacations, she worked as a general reporter on the Louisville *Courier-Journal*, and, after graduation, as a movie critic and assistant woman's editor on the same paper.

After her marriage (she met Mr. Murdoch when he was visiting Louisville on business) she moved to Chicago and joined Aubrey, Moore and Wallace agency.

Convinced that too many printed ideas originate an overall campaign and are then transposed into the TV medium, Mrs. Murdoch thinks original television ideas are needed, along with a swing away from the often popular concept among advertising people that those in printed media are the real thinkers.

A proponent of the integrated approach to advertising—wherein the individual combines account planning with creative production—Mrs. Murdoch "knows what makes the watch work, but perhaps has sacrificed some of the creative impulse in the discovery."

She and her husband, who are in

(Continued on page 75)

Over a Million People Will Meet Joe Sprague

WHAM AMBASSADOR for Radio!

There are no "forgotten listeners" in the vast territory of WHAM-land.

Glenn (Joe) Sprague sees to that. Joe has just been appointed Area Co-ordinator for WHAM. His full-time job is to travel up and down the 23 counties of our primary area to "make friends and influence people" on behalf of the station and its sponsors.

He knows that there are nearly 500,000 WHAM listeners who have no TV service, or very poor TV service. RADIO via WHAM is their basic medium. Joe's job is to find out every day what our listeners want, and see that the station gives it to them.

It's another WHAM "plus" . . . another reason why WHAM continues to be Western New York's most influential radio medium.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

NOW
Ready-to-use plans
TRANSMITTER AND CONTROL ROOM
ANNOUNCE STUDIO
PROJECTION ROOM
NOTE:- ALL WEIGHTS ARE APPROX.
DIPLEXER 25LB
VESTIGIAL SIDE
CEILING MOUNTED
TRANSFORMERS
300 LBS.
300 LBS.
CONSOLE
INPUT & MONITOR RACKS
500 LBS.
500 LBS.

...for any TV power up to 200 kw!*

Typical 2-kw TV station layout for VHF (ERP range, 2 to 20 kw)

A low-cost arrangement for getting up to 20 kw ERP with an RCA high-gain antenna. The installation includes: an RCA 2-kw transmitter, control console, transmitter monitoring equipment, audio equipment, sync generator, video equipment, and power supplies.

THE drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Best Buy IN BALTIMORE

Just one word tells the story of WITH in Baltimore—BARGAIN! You get *more* for your money on WITH! Here's why: WITH delivers *more* listeners-per-dollar than any other radio or TV station in town.

Here's proof: WITH regularly carries the advertising of more than *twice* as many retail merchants as any other station in Baltimore. Just because WITH produces *low-cost results*. Get the whole story from your Headley-Reed man.

THE RESULTS STATION

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED

VOL. 41, No. 27 DECEMBER 31, 1951

BROADCASTING

RADIO HOMES

43 Million Radio Market Is Open to Advertisers

By J. FRANK BEATTY

THE NATION'S broadcasting stations are serving more than 42,427,000 radio homes as the new year opens.

This record figure showing the size of the radio market available to advertisers is based on:

(1) An official Jan. 1, 1952, estimate by Director Roy V. Peel of the U. S. Census Bureau that the nation has 155,800,000 persons who live in 44,380,000 households (occupied dwellings).

(2) The Census Bureau's official 95.6% radio saturation factor compiled from the last decennial census (April 1950).

Actually the number of radio homes can be estimated at around 43,000,000 by adjusting upward the 95.6% saturation figure, nearly two years old, to present set ownership.

According to Radio-Television Mfrs. Assn. figures, 13,056,000 home radio receivers have been manufactured since the census was taken in April 1950. Most of these are now in service.

The estimate of 44,380,000 households in the United States, compiled for BROADCASTING • TELECASTING by the Census Bureau, is based on the bureau's estimated total population of 155,800,000 and an average of 3.516 persons per household (as of April 1950).

In a preliminary estimate last summer the Census Bureau placed the number of radio homes in April 1950 at 40,093,000 out of an estimated 42,520,000 occupied dwellings. This radio homes figure was based on the bureau's 95.6% radio saturation factor [B•T, June 11].

Just last week the Census Bureau revised its estimate of the number of households (occupied dwellings) in April 1950 to 42,856,051.

Revised 1950 data on the number of radio homes in large cities have been compiled by BROADCASTING • TELECASTING (see table). These figures are based on the number of households in these cities as of April 1950 and latest BMB radio homes percentages.

The Census Bureau said it could not break down its new national total of 44,380,000 households by states, counties or cities.

Within a few weeks the Census Bureau will start releasing its official 1950 radio and TV set figures by states, cities and counties. These will come out one state at a time, with Delaware slated to head the parade. All 48 states will be available by summer, it is believed.

The bureau has been delayed in assembling the radio set figures by pressure of high-priority work for defense and other government agencies.

Thus these new radio homes figures by cities are based on data nearly two years old, no other figures being available. The Census Bureau explained that since the increase in number of households is not at all uniform it cannot localize the national estimates.

The new city figures are revisions of the radio set data published in the BROADCASTING • TELECASTING 1951 MARKETBOOK (Aug. 20).

Population of the United States increased by 4,224,000 between April 1950 and Nov. 1, 1951, a gain of 2.8%, according to the Census Bureau. Its Nov. 1, 1951, total population estimate of 155,356,000 increased to 155,800,000 in the Jan. 1, 1952, estimate supplied BROADCASTING • TELECASTING.

The total population estimates include several hundred thousand members of the armed forces serving on foreign territory. In estimating total households at 44,380,000 as of Jan. 1, 1952, the Census Bureau used the April 1, 1950, figure of 3.516 persons per household, explaining that a preponderant ratio of households established since that date were in the husband-wife or husband-wife-one child category. This would tend to offset any discrepancy caused by service in the armed forces.

The Census Bureau found that the number of households increased 30.3% in metropolitan areas between 1940 and 1950, compared to 14.3% in other areas.

Fastest growth in number of household, 35.2%, occurred in cities of medium size—250,000 to 750,000—with those in areas of 50,000-250,000 increasing 32.5%. In cities of 750,000 or more the rate was 27.6%.

As of April 1950, when the decennial census was taken, 24.5 million or 57.2% of the 42.9 million households were in standard metropolitan areas.

Taking the nation as a whole, the bureau found 8 million or 23.0% more households in 1950 than in 1940. The increase ran from 51.1% for the fast-growing Pacific states down to 12.6% in the West North Central area. South Atlantic and Mountain areas showed gains higher than the national average.

The bureau noted that increases in the number of households are generally greater than increases in population because of the continued drop in average population per household.

A household is defined by the bureau as including all of the persons who occupy a house, apartment, or other group of rooms, or a room that constitutes a dwelling unit. A standard metropolitan area, except in the case of New England, is defined generally as a county or group of contiguous counties which contains at least one city of 50,000 or more. In New England standard metropolitan areas are defined on a town rather than county basis.

Households and Radio Homes 1950

(1950 Households are from just-released Census figures. Radio homes are BROADCASTING • TELECASTING estimates)

Standard Metropolitan Area	Radio Homes 1950	Households 1950	Households 1940	% Increase
Akron, Ohio	117,289	119,317	91,561	30.3
Albany-Schenectady-Troy, N. Y.	150,190	154,199	132,309	16.5
Albuquerque, N. M.	37,966	40,346	18,079	123.2
Allentown-Bethlehem-Easton, Pa.	118,308	122,599	102,767	19.3
Altoona, Pa.	37,659	39,683	36,284	9.4
Amarillo, Texas	25,784	26,886	17,058	57.6

(Continued on page 80)

RATE FORMULA

NBC Refutes Radical Revisions

By RUFUS CRATER

REPORTS circulated late last week that NBC President Joseph H. McConnell had said the network's controversial new rate formula will be abandoned or revised after the round of rate adjustments which has been planned for effectuation in mid-1952. But they were discounted by Mr. McConnell as a misinterpretation.

He also told BROADCASTING • TELECASTING that he was not sure when affiliates would be notified how the formula will affect their own rates, but that he would send the notifications "at an appropriate time."

He said his lack of a definite target date did not indicate that the rate adjustments would not be made. Other officials had set Jan. 1 as target date for getting out the notices and July 1 for making the adjustments effective.

Reports of contemplated abandonment or revision of the rate formula arose after an unheralded conference on Thursday at which Mr. McConnell and Executive Vice President Charles R. Denny discussed the rate question with three prominent affiliates opposed to the formula.

Mr. McConnell told BROADCASTING • TELECASTING that what he told the trio was actually a reiteration of earlier statements that NBC does not intend to keep the formula—or its provision taking TV penetration into account in appraising radio rates—so "rigid" that it could not be changed "as the necessities dictate." He said he made no commitment to revise the formula at any given time.

Meanwhile, at least one affiliate predicted there will be a substantial number of dis-affiliations if NBC goes through with its plan to apply the formula even once.

Affiliates participating in the Thursday conference were Paul W. Morency of WTIC Hartford, who heads the all-radio Affiliates Com-

(Continued on page 62)

JENNINGS

To Assume ABC Post

WARREN JENNINGS, account executive, radio spot sales division of ABC, since December 1950, has been appointed national spot sales manager for ABC's owned radio stations, effective Jan. 1.

Mr. Jennings

Mr. Jennings' background includes work with trade and consumer publications, advertising agencies, and TransAmerican Broadcasting & Television Corp. From 1941 to 1950 he served as eastern sales manager in the New York office of the Crosley Broadcasting Corp. He is former president and secretary of the Radio Executives Club of New York.

JACKSON PROMOTED

Elected McGillvra V. P.

HUB JACKSON, manager of the Chicago office of Joseph Hershey McGillvra Inc., has been elected vice president and director of the station representative firm.

Mr. Jackson

A veteran of 18 years of station and advertising experience, Mr. Jackson has previously served at WGAC Augusta, Ga.; KABC San Antonio; KTHS Hot Springs, Ark., and the Russel M. Seeds Agency in Chicago. It is planned that Mr. Jackson will advise McGillvra-represented stations in programming and will endeavor to increase their billings from the national spot field.

Neubauer Named

RUDI NEUBAUER has been named sales manager of WMAQ, NBC owned and operated station, effective today (Monday). He succeeds Howard B. Meyers who resigned to join The Taylor Co., station representative firm, as Chicago manager. Mr. Neubauer has been employed by NBC Chicago since June 1929 when he joined the press department as an office boy. In 1942 he entered spot sales, returning to it early this year after a stint in AM network sales. Among the NBC accounts with which he is credited are International Harvester, Standard Oil of Indiana and Pabst Sales Co.

King Midas Appoints

KING MIDAS Flour Mills, Minneapolis, has named Cruttenden & Eger, Chicago, to handle its advertising. Radio spot is used regionally. Account executive is T. W. Blakeslee.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"John wanted an heir. He's afraid he'll be too old to run a TV station by the time his application is thawed."

WFAA-AM-TV

Operations Are Separated

SEPARATION of the radio and television operations of WFAA Dallas, and appointment of Martin B. Campbell, general manager, to the new position of supervisor of radio and TV properties for the *Dallas Morning News*, with his office at the *News*, effective Jan. 1, has been announced by E. M. (Ted) Dealey, *News'* president.

Alex Keese will become manager of WFAA-AM and Ralph Nimmons will continue as manager of WFAA-TV. Mr. Keese's former title was assistant general manager for sales (AM & TV). WFAA-AM, WFAA-TV and the *News* all are in separate locations.

"This whole organization," Mr. Dealey stated, "is too big for a combined operation. It makes sense to run them separately.

"TV is in its infancy to some extent and may be compared now to the position radio occupied in the late 1920s. Radio grew rapidly, and it was necessary to give radio management the authority and responsibility to fulfill its possibilities. When TV came along, its management was placed with radio, but now it requires separate management."

Mr. Campbell, said Mr. Dealey, will be in a position at the *News* to keep in touch with both the AM, TV publishing operations and take to each the thinking of the others, "tying the three separate entities together at the top."

James M. Moroney, vice president of the *News*, who formerly supervised radio properties, will devote his entire attention to increased duties with the paper.

At a staff meeting, Mr. Moroney took occasion to emphasize the future of WFAA-AM.

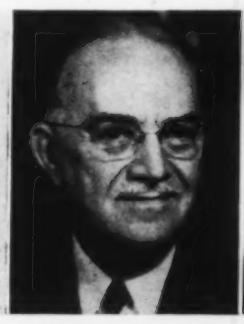
"I for one," he said, "have never believed radio is going downhill because of television. I think it will continue to go uphill and this separation should help it. . . . AM radio will continue to grow, but will find its own niche as an advertising medium."

Mr. Campbell, commenting he would "miss the rat race we've been in," said: "With the team we have at each station, we can't expect anything but the best."

His office was formerly in the Santa Fe Bldg. WFAA studios will be in the *News'* new building, across from Dallas Union Terminal. WFAA-TV is in its own building on Hines Blvd. (see page 50).

* * *

Mr. NIMMONS



Mr. CAMPBELL

Mr. KEESE

HANNA NAMED

To Head All GE Stations

ROBERT B. HANNA Jr. has been appointed manager of the newly established broadcasting stations department of General Electric, Schenectady.

Mr. Hanna

Mr. Hanna formerly managed the company's stations, WGY, WGFM (FM) and WRGB (TV) Schenectady.

In his new position he will be responsible for all activities in the company's AM, FM and TV operations and the company's five international short wave stations.

REED APPOINTED

By John Pearson Co.

APPOINTMENT of Frank M. Reed, midwest advertising executive, as manager of the Chicago office of the John E. Pearson Co., radio and television station representative firm, was announced last week by President John E. Pearson.

Mr. Reed

Mr. Reed succeeds George W. Clark, who has resigned to open his own representation company [B•T, Dec. 24]. The appointment is effective Jan. 7.

In the advertising field for 28 years, with experience in all types of media, Mr. Reed started with Stack Adv. Agency (later Stack-Goble) in Chicago in 1923 as an office boy. He remained with the agency, most of the time as a space buyer, until it was dissolved in 1942. He then joined WIND Chicago as a salesman and later moved to William G. Rambeau Co., station representative.

He next joined Hill Blackett of Blackett-Sample-Hummert as director of media and in 1949 went with Mr. Blackett as head of media in the merger with Grant Adv. Agency. About a year later he joined MacFadden Publications in Chicago as a space salesman.

Pinex Ups AM Spot

PINEX Co., Fort Wayne, Ind., adds to its AM spot schedule for Pinex cough syrup starting Jan. 2 with three one-minutes and two chain-breaks weekly for nine weeks in 13 markets. They are Milwaukee; Burlington, Iowa; Joplin, Mo.; South Bend, Yankton, Sioux City, Akron, Indianapolis, Rock Island, Toledo, Cedar Rapids, Topeka and St. Joseph, Mo. Agency is Russel M. Seeds, Chicago.

PROGRAM FIRMS IN '52

Business Looks Good

WITH no visible barrier standing in their way, transcription and program packaging firms are confident they will show profitable revenue gains in 1952. The optimistic view is due mostly to the heavy use of spot radio throughout the country.

During the past year the transcription industry's billings reached a high peak because of spot programming. A majority of the firms think this will continue into 1952 on a more extensive national and regional basis.

The general consensus of the transcription industry's executives, answering a BROADCASTING • TELECASTING questionnaire, was that the billings will rise about 16% over 1951.

Only one company felt it had suffered a bad year, several thought their business had remained the same and would continue to do so through 1952. Some felt that television had curbed business, while others felt that TV had given the transcription business a needed boost.

Many of the companies have made plans to expand their activities to meet the need for both radio and television transcriptions. Most believe that if they offer better programming, talent, production and technical achievements their billings will top previous years.

Several of the companies are going to supply subscribers with extra services. Some are going to offer publicity and promotional services, while others have planned low cost features for local and regional markets.

Business forecast for the coming year by regions follows:

NEW YORK

The business prospects for the coming year in New York look very bright. Many of the firms think that the open-end type of transcription will greatly increase 1952 billings.

Firms have made plans for new service and better programming in 1952, pointing to both national and regional advertisers. Most companies are well ahead of their 1951 schedules and expect further increases before the end of 1952.

Expressing confidence in the open-end transcription, **Frederic W. Ziv**, president of Frederic W. Ziv Productions, feels that if advertisers use it as the "tool" they will gain the most from their advertising expenditures.

One of the main reasons that local and regional advertisers have been using these open-end shows, has been the utilization of top grade talent, scripting, production and technical know-how, according to Mr. Ziv.

"Television advertisers who needed radio to do a supplemental selling job in specific cities or areas, were leaning more and more toward the flexible open-end tool, which permitted maximum freedom in the selection of time, day and station, with which to capture the greatest possible listening audience city-by-city."

Looking optimistically toward 1952, Mr. Ziv has planned bigger and better open-end programs especially for national and regional advertisers.

Maurice B. Mitchell, vice president and general manager of Associated Program Service, reports that the firm's new plan to present broadcasters with what they need, want and can afford, will be carried into 1952. Commenting on the plan, Mr. Mitchell said it has "rolled up sales records in 1951 far in excess of anything we had done in previous years."

With shipments running well ahead of their manufacturing facilities, he expressed optimism that 1952 would "be a top year." The company plans to bring into use a new service heretofore unavailable to radio stations. Mr. Mitchell thinks this undisclosed plan should contribute to higher revenues and better service to subscribers during the coming campaign.

Mr. Ziv

Mr. Mitchell

Robert J. Clarkson, general manager of Columbia Transcriptions, thinks the use of the transcription has strengthened spot radio a great deal. "This is reflected by the tremendous volume of open-end transcribed features being placed throughout the country."

He feels that the industry will see expanded and increased business during 1952. He thinks the microgrove record and tape recorder will enable agencies and producers to move into a new sphere of transcribed programming.

HOLLYWOOD

Transcription firms in Hollywood, with the exception of one, have experienced an excellent year, business-wise.

The majority of them anticipate expanded activity and increased billings during 1952, with both national and local spot business contributing to a higher volume of business.

Gerald King, president of Standard Radio Transcription Services, sees more use of library music by stations. He said ". . . transcription libraries will become an even more important part in smart operation of radio stations, where music reigns supreme."

Arthur B. Hogan, president of Universal Recorders, expects business to continue its rapid climb. The firm is making ready for the ". . . strong demand for recording services in the television field. . . . Television represents the growth factor while radio is still the bread and butter of the recording business."

"The continuing percentage in-

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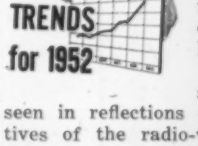
RESEARCH

Experts Eye TV Costs, Rating Data

HIGH COSTS of television and the need to measure more accurately the relative strength of radio and TV are influencing sponsors and agencies to seek closer tabulation on the listener consumer dollar potential.



These insights were seen in reflections of representatives of the radio-video research field who responded to queries from BROADCASTING • TELECASTING.

Among the respondents were Albert E. Sindlinger, president, Sindlinger & Co.; Charles G. Callard, director of research, Jay & Graham Inc., publishers of Videodex; A. C. Nielsen, president, A. C. Nielsen Co.; C. E. Hooper, president, C. E. Hooper Inc.; Joseph B. Ward, managing director, Advertising Research Bureau Inc., and James W. Seiler, director, American Research Bureau.

Mr. Sindlinger commented, "Broadcasting's present evaluator, the 'rating' concept, reminds us of the blind man managing a roller-skating rink. He can hear the 'noise' of the skaters, but he can't see to count them.

"Broadcasting is beginning to realize," said Mr. Sindlinger, "that it cannot remain profitable with its continued use of the 'popularity rating' which only indicates the 'rating' noise of the skaters.

"When the economics of television demand that 'blind-man' rating management be fired and replaced by management who can 'see through circulation,' radio may also realize that it should have been a billion dollar industry this year, instead of being a half-billion industry.

"We contend," added Mr. Sindlinger, "that broadcasting's basic evaluation should be 'cumulative circulation,' and that ratings should only be used as instantaneous, minute-by-minute program profiles."

Looking to the future, Mr. Sindlinger foresaw that, "If broadcasters haven't realized in 1951 that the present 'rating' concept is the root of most of their problems (rate slashing and the trend toward 'more of the same' in programming), we believe they will discover this in 1952, for television has inherited from radio the 'rating' concept."

Taking stock of the past year, Mr. Nielsen said, "The industry witnessed during 1951 a noteworthy emphasis on detailed analytical data, enabling it to observe, as it never had before, all the dimensions of radio and television audiences.

"As advertisers, agencies and

(Continued on page 37)

REGIONAL NETWORKS

See Spot Benefits

THE NATION'S regional networks, capitalizing on the desire of spot and area clients for reduced advertising costs per message, look to 1952 with a great measure of enthusiasm.

Without exception, these executives who banded their stations to facilitate concentrated sales campaigns for particular markets or areas, predict a sizable boost in their billings.

In a sense, the regional networks are handling some business from advertisers caught in the confusion over competitive media costs, television and the major network rate situation.

Saturation buying of selected markets is the theme, with accent on the better secondary market stations. In the case of regional chains, provision is made for basic and supplemental outlets covered under single contracts.

Those regionals reporting in the annual yearend roundup compiled by BROADCASTING • TELECASTING number well over 150 stations. The coverage range extends over into such states as Arizona, California, Washington, Nevada, Montana, Utah, Wyoming, Colorado, New Mexico, Oklahoma, Texas, Maine and the District of Columbia.

Highlights of the survey are these:

● Cutbacks in automobiles and electrical appliances will be more than offset by food, drug and other billings.

● Spurt in population and retail sales figures has been phenomenal in many markets.

● Many advertisers are expected to alter budgets earmarked for other media—while deferring TV plans—in favor of regional network placements.

While regional network executives neglected to mention FCC's continuing TV station freeze, it was a foregone conclusion that they felt removed from this problem until such time as more stations go on the air.

It is not without significance, that a heavy bulk of regional operation is centralized in present TV-less markets. Thus, choice of media here is virtually devoid of any television consideration.

Yet, three of the larger regionals—the Don Lee Broadcasting System, the Oklahoma Network Inc. and the Metropolitan Network in the District of Columbia area—are concentrated in video markets. They foresee sizable gains in billings early next year and refuse to believe that radio is dying.

Mr. Meyer

Mr. Jacobs

Optimism is the byword at the 41-station Intermountain Network, **Lynn L. Meyer**, vice president in charge of sales, informed BROADCASTING • TELECASTING. He predicts a surge of from 10% to 15% in the network's total billings the next three months over the 1951 quarter.

Hard Line Cutbacks

"We realize that there is a possibility of cutbacks in production of hard lines and electrical appliances," Mr. Meyer said. "However, we feel that any curtailment on the part of automobile manufacturers and appliances will be more than offset by increased schedules from . . . foods, drugs, farm machinery and equipment and farm seeds."

The Oklahoma Network Inc. reports that increase in billings among its seven basic and two supplemental stations has been "spotty" thus far, but its 1952 advertising outlook is "somewhat better than it has been for some time." This report was given by **Brown Morris**, KADA Ada, secretary-treasurer of the network.

"Our network is composed of the old time, well-established stations in Oklahoma, and with advertisers more and more buying time on better secondary market stations, we feel sure that our billings will increase in 1952," Mr. Morris stated. Oklahoma radio generally should prosper, he added.

Basic network stations are KADA Ada, KWSH Seminole, KBIX Muskogee, KTMC McAlester, KVSO Ardmore, KSWO Lawton and KCRC Enid. Supplemental outlets are KTOK Oklahoma City and KOME Tulsa.

A 10% surge in billings for the Columbine Network (16 stations) in 1951-52 first quarter comparisons was foreseen by **Edwin E. Koepke**, sales manager of Columbine and KMYR Denver, Col.

Little change in billings was foreseen for the Arizona Network by President **John L. Hogg**, KOY Phoenix commercial manager. In addition to KOY, other stations are KTUC Tucson, KSUN Bisbee and KYMA Yuma.

Mr. Craney

Mr. Boggs

The billings of the Oregon Trail Network (KSRV Ontario, KBKR Baker, KLBM LaGrande) should jump about 5% during the January-March quarter over that period this past year. Reporting on prospects was **Lee W. Jacobs**, network general manager.

On the East Coast, the situation billingswise probably will remain stable for the Maine Broadcasting System, according to **W. H. Rines**, manager.

The five station (5 AM, 2 FM) Metropolitan Network, fanning out over the Washington, D. C. metropolitan area, views the first quarter of 1952 with unbridled optimism. Total billings should mount about 25% over the corresponding period this past year, according to **Joseph L. Brechner**, WGAY Silver Spring, Md., network chairman. He stated:

Cites Pulse Ratings

"Radio and general business prospects are excellent in and around the nation's capital. The tremendous growth of the suburban communities in Maryland and Virginia . . . means increased business for the individual stations as well as the network."

Citing Pulse ratings for Metropolitan, Mr. Brechner reasons: "As this new pattern of saturation buying in one Metropolitan market, through one contract delivering five AM and two FM stations, is more firmly established, national spot advertisers will begin to see the advantage of this saturation coverage at low cost and begin urging similar sales networks in other major metropolitan markets."

The XL stations of the Pacific Northwest cite a population jump of 40% and increased retail sales of 200% in the past 10 years as a barometer for general business prospects. Billings during the first quarter of 1952 should at least keep pace with those for the same period this year, according to Ed B. Craney, president of XL stations. He stated in part:

"We no longer just sell announcements and program time. Our sales are built on the theory that some people get their information from the printed word while others get their information from what they hear on the radio. The problem for the merchant to solve to his own satisfaction is the percentage of his budget to place in the 'those who hear' market. . . ."

The XL group reaches into Ore-

(Continued on page 29)

RECRUITING ADS

Army, Air Force Setting Policy

RECRUITING planners for the U. S. Army and Air Force are picking up the threads and crocheting a new pattern for media advertising.

This was learned last Thursday following a meeting of top military personnel procurement authorities in the Pentagon. A definitive policy to govern future recruiting programs is expected to crystallize sometime in January.

Army-Air Force policy had been shredded under the impetus of Congressional criticism last October, with the result that radio, TV and other advertising media were deprived of monies for recruiting drives.

Later the Defense Dept. reassured the broadcasting industry that none of the money lifted from radio would go into printed media [B•T, Dec. 10].

Seek Overall Policy

Last week's conference was held to devise an overall policy for recruiting, without immediate regard to media but eventually touching on advertising for individual campaigns. About $700,000 out of 1951 military funds remain intact after cancellation of radio network plans involving Frankie Laine, Bill Stern, and the football *Game of the Week*.

Future Pentagon policy also will bear on a $3.1 million outlay for fiscal 1951-52, now frozen because of the Congressional rider which attached all advertising funds. About $2.1 million of that was earmarked for national advertising [B•T, Oct. 22].

In evolving policy, personnel procurement officers are concerned themselves with type of campaigns to be used (based on manpower needs), as well as funds for fiscal 1952-53. Despite reports to the contrary, no estimates on proportionate use of each media have been determined as yet for the $700,000 now in reserve, and will not be set until campaigns have been devised.

The original 1950-51 budget called for $901,000 in radio expenditures covering the ambitious network shows planned through Grant Advertising Inc. About $70,000—or 10%—of the $700,000 reserve was earmarked for radio, with a small sum ticketed for a minor spot campaign and for TV production.

The 1951-52 budget makes no provision for radio purchases and only $45,000 for television on the ground that the previous $900,000-plus allocation included sound broadcast money. The 1952-53 budget will be submitted in January.

Shortly after Congress reconvenes Jan. 8, the Defense Dept. also will take official steps on Capitol Hill to thaw the freeze on the $3.1 million fund for advertising-recruiting. It was this ban which actually persuaded the military to drop radio programs, though funds had been committed before last July 1. This procedure will involve consultations with the Senate and House Appropriations Committees.

It was explained that the Defense Dept.—and not the Military Personnel Procurement Service — will handle this matter.

FOLSOM

Sees Military Production Up

THE AMERICAN public purchased approximately 5 million TV receivers during 1951, bringing the total in use through the country to more than 15 million video sets, Frank M. Folsom, RCA president, said in a yearend statement. He noted that these sales, plus installation and service costs, added more than $1,500 million to the national income.

But, Mr. Folsom stated, "the glamour of television sometimes overshadows the fact that the radio and phonograph businesses are also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12 million units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the yearend is more than 100 million, or an average of more than two sets per family. No other medium of communications reaches so many persons."

Production of radio and TV sets during 1952 "is expected to be somewhat lower than it was in 1951," Mr. Folsom said, due to a scheduled sharp increase in military business. He anticipated that "the industry as a whole will produce between 4 and 4½ million television receivers and 9 to 10 million radio sets and radio-phonograph combinations."

Government contracts for scientific research, engineering development and production of military equipment" were accepted by RCA during 1951 in rapidly increasing numbers, Mr. Folsom reported. "This volume of work, substantial in 1951, is expected to be three or four times greater in 1952 and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100% to war production."

Increases in transmitting power expanded the service areas of many TV stations and, coupled with improvement in receiver design, stepped up the distribution of TV sets in those areas, Mr. Folsom said. Noting that "present conditions indicate that public demand for TV and radio sets will continue at relatively high levels during 1952," Mr. Folsom said that if the TV freeze is lifted "10 or more new stations may go on the air." He expected present markets to be developed further and looked for a growing replacement business. "The trend," he said, "is increasingly in favor of larger screen sizes."

Anticipating the shortage of supplies for non-military production to be most acute during the first half of 1952, Mr. Folsom looked for this condition to ease during the latter months of the year, when "expanded production of suppliers begins to reach manufacturers." RCA Victor, he stated, "expects to produce both television and radio receivers to the full extent of its material allocations throughout 1952."

Increased manufacturing facilities during the past year, added to those built earlier "under the impetus of television, give RCA the greatest production potential of its 32-year history," the RCA president said. He cited "miniaturization of equipment" as one of his company's outstanding engineering contributions to military requirements.

Cites UHF Progress

In addition to introducing a new line of "superpowered" TV receivers which through greater selectivity, picture stability and freedom from noise interference in sound reception give improved service to many communities, RCA also has developed better equipment for UHF television transmission and reception, Mr. Folsom said. He noted that the RCA-NBC UHF TV transmitter near Bridgeport is "the first and only UHF transmitter operating on a regular schedule."

MR. FOLSOM

* * *

The vast volume of radio and TV sets and other electronic apparatus has focused attention on renewal tubes and parts, Mr. Folsom said. He reported "appreciable progress" in the development of the transistor, an eventual substitute for certain tubes, during 1951.

Recorded music sales "rose sharply" last year and the trend seems set to continue through 1952, Mr. Folsom noted. He also reported that RCA Victor, after intensive market research, "has finalized its plans for entering the room air conditioner field during the coming year."

SESAC VIEW

Good Year Is Seen

PAUL HEINECKE, president of SESAC Inc., last week foresaw "another great year" for transcription libraries in 1952.

"We believe that transcription libraries will be more in demand than ever," Mr. Heinecke stated. "Stations across the country need the fine music that comes to them only in libraries.

"Libraries give the stations musical attractions not available in any other form, but also sales aids, scripts and valuable other specialized services," he continued.

Expressing confidence, Mr. Heinecke said the "SESAC Library Service includes commercial sales aids of many varied kinds with suggestions for selling shows to sponsors. There are unique stripes in quantity for local markets. We also regularly send out disc jockey tips, to be used as audience builders."

Fred T. Caldwell

FRED T. CALDWELL, 68, director of International Telephone & Telegraph Corp. and former president of its manufacturing associate company, Federal Telephone & Radio Corp., died Dec. 21 at Memorial Hospital, New York. His wife, the former Shirley Osborne, survives.

TOP 10 RADIO-TV ACHIEVEMENTS

RCA's Dr. Jolliffe Lists for 1951

TEN MAJOR radio-TV achievements of 1951 were listed by Dr. C. B. Jolliffe, vice president and technical director of RCA, in a year-end summary issued last Thursday. His selections:

1. Field-testing of RCA's compatible color TV "under regular broadcasting conditions, showing the public and industry its potentialities for service," and including showings on a 9-by-12-ft. screen at a Broadway theatre. Tests also included transmissions from New York to San Francisco and Los Angeles and back—a distance of almost 8,000 miles—on Oct. 16, 17 and 18.

2. National Television System Committee's adoption of field-tested standards for a compatible color system, which were incorporated in the RCA-NBC equipment and field tests started. Other companies also began tests.

3. "Emergence of the practicality of the UHF . . . portion of the broadcasting spectrum for television's expansion into 70 new channels that can provide for more than 2,000 UHF stations and bring TV coverage within range of nearly every American community. Major contribution toward this goal resulted from operation by RCA-NBC of America's first UHF experimental station on regular schedule, at Bridgeport, Conn., which has become the testing ground for the receiving-set industry."

4. "Inauguration of coast-to-coast television service employing microwave radio relays."

5. "Start of pilot production of the transistor, a tiny device which will eventually replace certain types of electron tubes and play an important role in communications of the future."

6. "Development of new and improved electronic equipment for the armed forces. An important example is 'miniaturization,' or diminishing the size of electronic instruments through development of smaller components; also, the development of special electron tubes to meet the exacting demands of military applications."

7. "Super-electronic computer, designed and built by RCA scientists in cooperations with the U. S. Navy, as 'Project Typhoon', conducted 1,000 test runs of proposed guided missiles at an enormous saving to the government in expended materials."

8. "Theatre television, which became a new industry and service and spread across the country for independent operation in networks linked by radio relays or coaxial cable."

9. "Multiple transmitting antenna, developed by RCA, which made possible broadcasts by five TV stations and three FM stations simultaneously from the tower atop the Empire State Bldg. in New York."

10. "Extension of the usefulness of industrial TV, one of the most significant being the television microscope, which extends the range and versatility of the light microscope."

Dr. Jolliffe noted that many of these achievements represent fruition of research and pioneering conducted continuously by RCA and the electronic industry and expressed the view that 1952 will see even greater productivity by radio-TV scientists and engineers.

MILLER NAMED

Bar Committee Head

APPOINTMENT of Neville Miller, Washington radio attorney, as chairman of the American Bar Assn. Standing Committee on Communications was announced Thursday by ABA President Howard L. Barkdull.

Mr. Miller will serve out the three-year term of the late Louis G. Caldwell, expiring in 1954. The committee has jurisdiction over all legal questions involving communications. Other members are Ben S. Fisher, Eugene L. Gary, John C. Kendall, John T. Quisenberry, Carl I. Wheat and Barmore P. Gambrell.

Fleischl Named

M. M. FLEISCHL, acting general manager of WMCA New York since July 1, has been named vice president and general manager, Nathan Straus, president, announced last week. Mr. Fleischl succeeds Norman Boggs, who resigned in July to join Don Lee network as vice president in charge of sales. Mr. Fleischl has been with the station since 1941, serving as an account executive, local sales manager and overall head of the station.

CONGRESS OUTLOOK

Leaders See Radio and TV in Front Ranks

THERE are basic issues involving radio and television which as yet have not been ironed out in the legislative mill on Capitol Hill. If tackled in the second session of the 82nd Congress, which convenes next week (Jan. 8), legislative history in communications may be recorded. Views of three key leaders, who keep their fingers on the industry's pulse, are printed here. Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee, points to the broadcast arts as having been established as "the need of this hour." He poses a question of what will happen, from the defense aspect, when the TV freeze is lifted and gives the industry a pat on the back for its TV code. House Interstate & Foreign Commerce Committee Chairman Robert Crosser (D-Ohio) also commends the industry's TV code efforts and expresses hope that the McFarland Bill—to modernize the Communications Act—will be processed by his committee, where it now rests for action. Senate Majority Leader Ernest W. McFarland (D-Ariz.) predicts electronics "will play a decisive role in the days ahead" whether we are at peace or at war, and that it can contribute to lasting understanding.

By SEN. ED C. JOHNSON (D-Col.)

CHAIRMAN, SENATE INTERSTATE & FOREIGN COMMERCE COMMITTEE

RADIO and television have progressed to a point in this country where immense benefits have accrued to practically all people, rich and poor, country and city. No other country can boast of such a notable achievement. Free enterprise and private initiative under our kind of democracy have brought about this spectacular development and are entitled to take a low bow.

Sen. Johnson

Its phenomenal and breathtaking advances; its potent capacity to convey messages; its growing influence on our people, and its impact on practically every phase of life, has unleashed expectancy and hope which unerringly, like the magnetic compass which heads north, points to a changed social . . . cultural outlook.

It should be recognized that the many problems confronting the radio and television industry are not deliberately designed. They are a natural outgrowth of the dynamic nature of the industry. They are the logical forerunners of any important development in its early stages.

The hectic and anxious days of the past year have unquestionably established the communications industry, particularly television, as the need of this hour. The rapidity with which events appear on the screen of life demanding accurate understanding, appreciation and analysis makes us wonder what on earth we would do without radio and television. They are truly democracy's greatest need.

It is needless to emphasize that the heavy and abnormal demands of the military program will play a significant role in the development which takes place within the radio and television industry during the coming year. Already color television has become a casualty of the war, or at least rearmament has been used as an excuse to postpone all scientific development in the color television field. Just what short-range or far-reaching effect the military demands will have on television construction and television as a whole when the freeze is lifted by the Commission is beyond the realm of common-sense conjecture. One thing is certain, it will have an effect. The question remains, to what extent and to whose advantage will it be used?

I cannot close this tribute without commending the industry for its adoption of the Television Code. Whether this voluntary plan of censorship will prove effective or not will only be determined by time. This willingness to handle an obvious problem within the industry rather than to wait for governmental interference is in the best American tradition.

By SEN. ERNEST W. McFARLAND (D-Ariz.)

SENATE MAJORITY LEADER; CHAIRMAN, SENATE INTERSTATE & FOREIGN COMMERCE RADIO SUBCOMMITTEE

THE YEAR immediately ahead promises to be an important—even a vital one—for the people of this country and of the world. Events and decisions which may well affect the entire course of human events and world history are in the making. And in my judgment, electronics will play a decisive role in the days ahead—whether they are days of war or peace.

History will mark this period of world development as the electronic age. Few of us yet realize how intimately and vitally some aspect of electronics affects our daily lives and our future. For many years I have earnestly believed that the part of electronics which deals with the transmission of sight and sound—radio and television—can be the surest road to world wide understanding and peace.

Sen. McFarland

When men and women know and understand each other, a basic cause of troubles between them is removed. The more we can let the other peoples of the world hear and see about us, the more surely we move toward peace. I believe in breaking down every barrier and iron curtain that prevents the world-wide exchange of news between the peoples of the world, and that is one reason I have earnestly advocated building up a world-girdling American communications service capable of the cheap and easy interchange of ideas between mankind.

The other side of the coin deals with the role of electronics in the event of a global conflict. It is no secret that American inventive genius and industrial enterprise in electronics are providing a trusty shield in the field of military preparedness. In the air, under the sea, and on the land our armed forces become more and more dependent on the amazing advances made in the art of electronics. Once, signaling or communications as it was termed, was an auxiliary of a military force; today it is the heart around which each arm of the military revolves. We fervently hope and pray that we will not have to employ the wizardry of electronics in war, but it is good to know that our experts lead the world in that field.

I hope that we will be able to turn our efforts and attention to the problems of purely domestic commercial development of the electronics art. It will be a great deal more comforting to all of us if we can afford to concern ourselves, for example, with such matters as how far and to what extent the government should be concerned with radio and television programming; or the problem of allocation of television channels for our cities and towns; or the problem of the use of such channels by various segments of the entertainment industry. These are important problems but our concern and attention to them will be determined largely by time and future events.

By REP. ROBERT CROSSER (D-Ohio)

CHAIRMAN, HOUSE INTERSTATE & FOREIGN COMMERCE COMMITTEE

THE BILLS dealing with communications matters which have been referred to the House Interstate & Foreign Commerce Committee reflect fairly accurately the problems which will be presented during the coming year.

First of all, as in the case of every other aspect of our individual and communal lives, the communications industry will be affected by the differences in viewpoint of the different nations of the world. Legislation designed to strengthen the security of the United States with respect to radio communications has already been acted upon by the committee during the first session of this Congress (electromagnetic radiation control and authorization for additional radio monitoring stations).

Rep. Crosser

A majority of communications bills referred to this committee deal with one or more of the wide range of problems presented by the triple relationship between American broadcasters, the public interest and the Federal Government. These problems have been with us since the inception of the broadcasting industry and are proof of the vitality of this industry.

One of the bills which has already passed the senate (S 658) [McFarland Bill] deals generally with many facets of this relationship. It is the privilege of this committee to continue during the second session of the 82d Congress, the study of this bill which was begun late during the 81st Congress. The House Committee on Interstate & Foreign Commerce, in keeping with its record of exercising the greatest of care in dealing with all legislation referred to it, is intent on concluding the study of this matter and hopes to make a lasting contribution in this difficult field.

Educational TV

Other bills referred to this Committee are concerned particularly with television programming, including the presentation of educational television programs and the prevention of violations of good taste in television programming. I am pleased to know that the television industry has voluntarily undertaken to cope with these problems and is seeking to set its own house in order without interference by the Federal Government. The Committee on Interstate & Foreign Commerce will be greatly interested in observing what the results will be of the television industry's own efforts in this direction.

NETWORK GROSS

11 Months Down 4.5%

COMBINED gross time sales of four nationwide radio networks for November totaled $14,377,151, a decrease of 9% from the November 1950 gross, Publishers Information Bureau reported last week.

For the 11-month period, this year's cumulative gross was $160,099,546, a drop of 4.5% below the gross for the same period of last year.

Individual network figures for ABC, CBS, MBS and NBC (PIB does not include Liberty data) are given in the following table. Second table gives monthly figures for each network, corrected as of Dec. 26.

NETWORK RADIO

	November 1951	November 1950	Jan.-Nov. 1951	Jan.-Nov. 1950
ABC	$ 3,220,760	$ 2,940,967	$ 30,408,627	$ 32,372,337
CBS	5,257,454	6,455,478	63,506,265	64,200,179
MBS	1,583,291	1,357,529	16,203,944	14,779,584
NBC	4,315,646	5,040,404	49,980,710	56,333,806
Total	$14,377,151	$15,794,378	$160,099,546	$167,685,906

* * *

NETWORK RADIO 1951 TOTALS TO DATE

	ABC	CBS	MBS	NBC
January	$ 3,099,418	$ 6,833,626	$ 1,542,887	$ 5,215,947
February	2,702,721	6,097,737	1,426,705	4,731,626
March	2,891,339	6,793,966	1,648,006	5,085,636
April	2,980,183	6,487,717	1,539,801	4,897,882
May	2,991,227	6,745,098*	1,510,818	5,329,752
June	2,720,268	6,201,963	1,191,691	4,739,193
July	2,267,674	4,387,193	1,347,841	3,728,687
August	2,210,352	4,440,261	1,329,375	3,808,906
September	2,165,971	4,645,527*	1,324,061	3,713,235
October	3,158,714*	5,615,723*	1,759,468	4,414,200*
November	3,220,760	5,257,454	1,583,291	4,315,646
Total	$30,408,627	$63,506,265	$16,203,944	$49,980,710

* Revised as of Dec. 26.

ASCAP MONEY

Tune Rights Get $12 Million

PAYMENTS from broadcasters for the right to use ASCAP tunes during 1951 aggregated in the neighborhood of $12 million, according to preliminary estimates.

This sum, which includes both radio and television rights fees, accounts for about 85% of the gross income of $14 million which it is estimated ASCAP will receive from all sources for music licensed during the past year.

Radio stations and networks, by far the largest source of revenue to the society, will pay some $9 million for 1951 broadcast rights to the tunes of ASCAP member writers and publishers when the year's accounts are all settled, according to calculations based on ASCAP revenue of approximately $6.5 million for the first nine months of the year.

Television networks and stations with ASCAP licenses will contribute another $2.75 million in ASCAP royalty fees for 1951, that figure being calculated from the three-quarters payments of $2 million by this group. This figure does not include the interim payments being made monthly by TV broadcasters who have not accepted licenses from the society but are using its music under a special arrangement pending court determination of the proper fees for such use. These interim fees, it was estimated, would add another quarter-million to ASCAP's 1951 TV revenue.

In accordance with its long-standing custom, ASCAP mailed checks for final quarter royalties to its writer and publisher members to reach them before Christmas, estimating the three-month revenue, with adjustments to be made at the end of the first quarter of 1952.

Dividends for the final quarter of 1951 were said to total nearly $3 million, bringing the year's distribution to approximately $11 million. All of the society's receipts are disbursed to members after the overhead and other expenses have been cared for.

Regional Networks

(Continued from page 26)

gon, Washington, Montana and Idaho. Television will be added once the freeze is lifted, Mr. Craney added.

Don Lee Broadcasting System will go along with the conviction that "AM radio is here to stay," in the words of **Norman Boggs**, vice president in charge of sales. Stating that "our outlook is fine," Mr. Boggs singles out a recent sale of four half hours and one hour per week of Class A time in three Don Lee O&O markets—Los Angeles, San Francisco and San Diego.

"The budget, interestingly enough, came right out of money earmarked for TV," Mr. Boggs said. He predicts a 5% to 10% rise in Don Lee billings next January through March over the same period this year. Don Lee has 45 stations covering such states as California, Washington, Oregon, Idaho and Nevada.

Radio should keep pace in the Texas market, according to **D. C. Hornburg**, secretary-treasurer of the Texas State Network. Mr. Hornburg, seeing radio spending at the same level as in 1951, notes "prospects for 1952 continue to be bright. There is considerable influx of industry into the state of Texas that should stimulate general business activity, and as a consequence, radio advertising."

Business prospects are also looking up in two U. S. territories—Alaska and Hawaii—though in the latter instance one reservation is attached. Key regional operations are Alaska Broadcasting System (six stations) and the Aloha Network (four stations), headquartering in Seattle, Wash., and Honolulu, respectively.

William Wagner, president of ABS, thinks network billings may rise as much as 10% in the next three months over January-March 1951.

"Alaska has finally come into its own as an important market," he observes. "Radio in Alaska is outstandingly the best medium to cover the market. The business outlook is tremendous both generally and for radio." The network numbers six stations.

Mr. Wagner

Prospects for Hawaii appear "slightly more favorable for 1952 radio revenue," **R. M. Fitkin**, general manager of the Aloha Network, says. For Aloha, Mr. Fitkin felt a 20% increase is indicated in 1952-51 first quarter comparisons. Mr. Fitkin draws one reservation:

"Our economy is dependent upon labor peace which is the largest problematical condition each year. Steady growth in the territory is still evident and anticipated for the immediate future."

Comprising the Aloha Network are KIPA Hilo KTOH Lihue KHON Honolulu and KMVI Wailuku.

KVWO to Go on Air

WILLIAM T. KEMP, president of KVWO Cheyenne, Wyo., announced last week that the new station is ready to go on the air in January or early February. The new outlet will operate on 1370 kc with 1 kw day. It will be affiliated with MBS and Intermountain Network.

KBIG Signs KLAC

FIRST sponsor signed by KBIG Avalon, Southern California's newest daytime station scheduled for March opening, is another radio station. KLAC Los Angeles will have daily series of 30-second spots, Monday through Friday, preceding KBIG's sign-off at sunset. *Make Believe Ballroom* is the KLAC show to benefit by KBIG's announcement.

BUICK DRIVE

To Use Networks, Spots

A RADIO "saturation" campaign using network and spots [CLOSED CIRCUIT, Dec. 3] will be launched by Buick's 1952 models starting Sunday, Jan. 13, through Friday of that week. Seven network shows will be used on a total of 1,147 network stations, plus 410 local stations for spot announcements.

Included in the plan is a segment of *The Big Show* on NBC on Sunday, Jan. 13, 7-7:15 p.m., followed on Monday by *Big Hand*, mystery show on ABC, 8:30-9 p.m.; on Tuesday, the *Peggy Lee* show on CBS, 7:30-7:45 p.m., and on Wednesday, *Top Guy* on ABC, 8:30-9 p.m.

On Thursday, Jan. 17, two shows will be used: *Hollywood Playhouse*, 8:30-9 p.m. on ABC, and the *Peggy Lee Show* on CBS, 7:30-7:45 p.m. On Friday, The *Martin and Lewis Show* on NBC will continue an extra 15 minutes beyond its usual 9 p.m. closing time for Buick, and Mutual's Fulton Lewis news program at 7 p.m. will be sponsored.

In addition to these network shows, Buick will use daytime spots on 410 local stations.

Kudner Agency, New York, handles the Buick account.

KMAC 25th Birthday

KMAC San Antonio celebrated its 25th anniversary last Wednesday and at the same time observed completion of a reconstruction program at its building, located at 222 W. Commerce St. General manager of the station and its FM affiliate, KISS, is Howard W. Davis, who has been at the post since 1933. KMAC is affiliated with CBS, Mutual, Liberty and Texas State Network. A special section of the *San Antonio Light* carried tributes to the station.

UBC N.Y. Office

NEW YORK office has been opened at 507 Fifth Ave. by United Broadcasting Co., headquartering in Washington. Richard Eaton, UBC president, announced that Robert L. Wittig, formerly with Ra-Tel, had been named New York manager. United stations are WOOK Washington; WINX Rockville, Md.; WSID Baltimore; WARK Hagerstown, Md.; WANT Richmond, Va., and WFAN (FM) Washington.

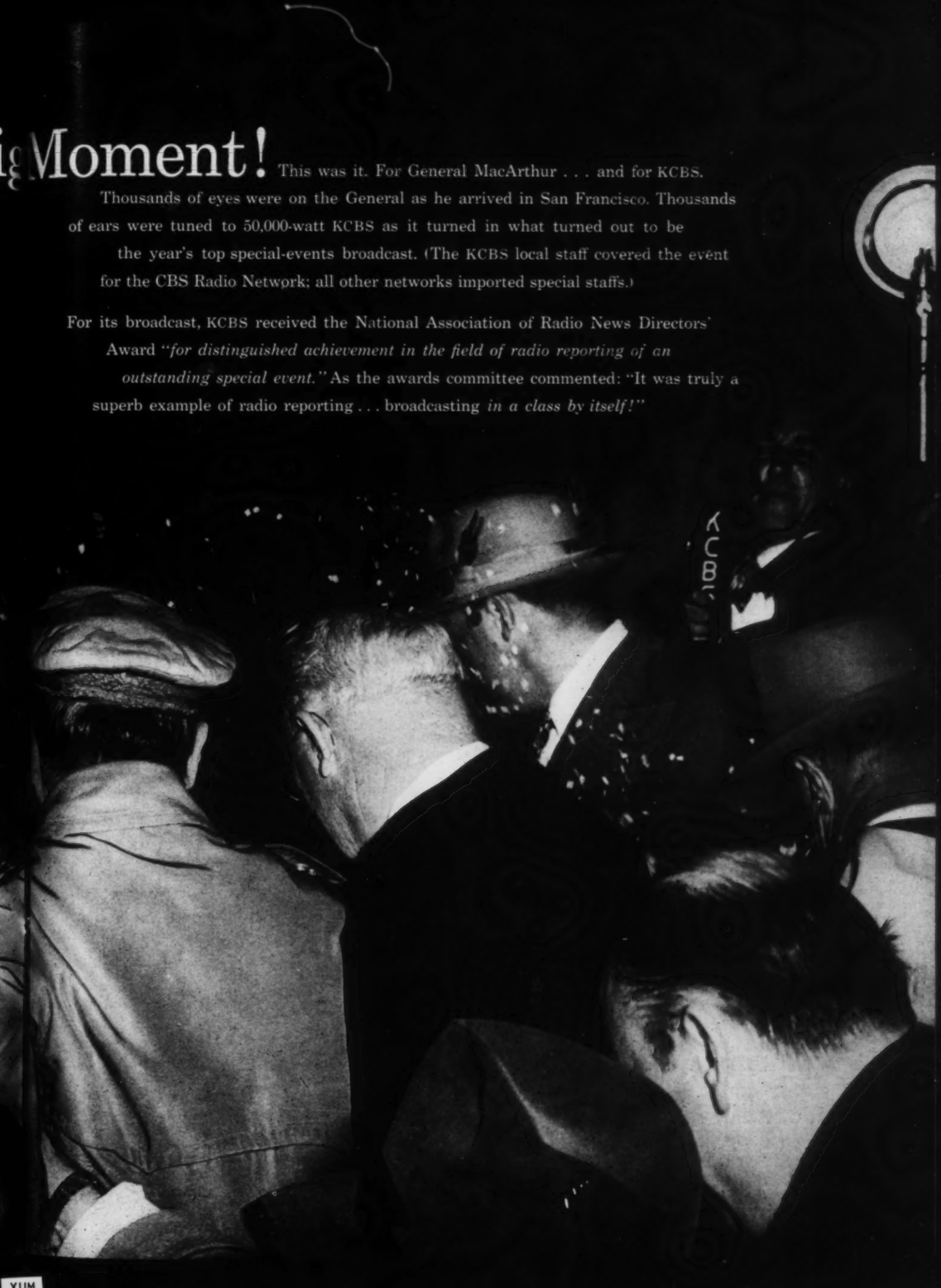
Big

Moment!

This was it. For General MacArthur . . . and for KCBS.

Thousands of eyes were on the General as he arrived in San Francisco. Thousands of ears were tuned to 50,000-watt KCBS as it turned in what turned out to be the year's top special-events broadcast. (The KCBS local staff covered the event for the CBS Radio Network; all other networks imported special staffs.)

For its broadcast, KCBS received the National Association of Radio News Directors' Award *"for distinguished achievement in the field of radio reporting of an outstanding special event."* As the awards committee commented: "It was truly a superb example of radio reporting . . . broadcasting *in a class by itself!"*



IN REVIEW

AMAHL AND THE NIGHT VISITORS, first opera ever created for television, as broadcast Christmas eve by NBC-TV set a standard that will be hard to match, let alone better. Composer, cast and production crew cooperated admirably to deliver to the home viewers an hour of entertainment that magically combined the intimacy that is television at its best with the splendor that is opera.

Gian-Carlo Menotti, commissioned by NBC to compose an opera expressly for video presentation, came through with a simple Christmas story inspired by the 15th century painting of Hieronymous Bosch, "The Adoration of the Magi." A lame shepherd boy, Amahl, and his widowed mother are visited in their humble cottage by three magnificent kings, following the star in quest of the newborn saviour. While the mother rallies her neighbors to provide food and entertainment for her regal guests, Amahl talks with them and is fascinated by their story of the newborn babe who will rule the world by love alone. As they depart, he offers his crutch as a gift to the holy child and miraculously is able to walk without it. Cautioning his mother to care for the household pets, he bids her farewell and joins the Magi in following the star.

Mr. Menotti, who a dozen years ago wrote an opera for radio, also at NBC's commission, and who has since won critical plaudits and the public tribute of sold out houses with *The Medium* and *The Consul*, did not relax his skill nor relinquish his standards in composing *Amahl and the Night Visitors*.

Chet Allen, 12-year-old soprano who made his video debut in the role of the peasant boy; Rosemary Kuhlmann as his mother; Andrew McKinley, David Aiken and Leon Lishner as the three kings, and Francis Monachino as their servant, both sang and acted their parts to the hilt. And Mr. Menotti, who before the opera began explained that the characters were based on his childish conception of the Magi, gave them plenty of attractive touches, such as the inclusion of licorish lozenges in a king's jewel chest for the delight of the boy.

Samuel Chotzinoff, general music director of NBC, who produced the program, and Mr. Menotti, serving as stage director for his own opera, confined the action to limits suitable for the best TV reproduction. Eugene Berman's sets provided adequate background for the players. John Butler's choreography was keyed precisely in the right tone for the peasant dances. And Thomas Schippers, the conductor, got from each performer the right effect at the right time.

The viewing public, by its response which completely clogged NBC's telephone switchboard following the telecast, displayed agreement with this reviewer's feeling that *Amahl and the Night Visitors* ranks with the best that television has offered to date. Hall Brothers, who sponsored the program for Hallmark greeting cards, appropriately confined the commercials to a simple statement of sponsorship and a visual name card.

Program: Amahl and the Night Visitors. NBC-TV. Dec. 24. (Special performance.)
Sponsor: Hallmark Bros. (Greeting Cards).
Composer: Gian-Carlo Menotti.
Cast: Chet Allen, Rosemary Kuhlmann, Andrew McKinley, David Aiken, Leon Lishner, Francis Monachino.
Producer: Samuel Chotzinoff.
Associate Producer: Charles Polacheck.
TV Director: Kirk Browning.
Stage Director: Gian-Carlo Menotti.
Production designed by Eugene Berman.
Conductor: Thomas Schippers.
Choreographer: John Butler.

Chirurg Dividend

BOARD of directors of the James Thomas Chirurg Co., New York and Boston, voted to pay an extra year-end dividend of $5 per share. This is in addition to regular dividend of $5 per share, bringing total payment for 1951 to $10 per share.

KTHS MOVE

Change to Little Rock With 50 kw Proposed

EIGHT-YEAR-LONG struggle of KTHS Hot Springs, Ark., to use 50 kw on its 1090 kc frequency moved a step closer to reality last week when FCC Hearing Examiner Basil P. Cooper issued an initial decision proposing to grant the move of the station to Little Rock, Ark., permitting 50 kw operation with a nighttime directional antenna.

As a supplementary measure, the hearing examiner proposed to renew the license of KTHS at Hot Springs so it can continue to operate on 1090 kc with 10 kw day, 1 kw night until it moves.

Examiner's initial decision means that much of the notoriously undeserved areas in Arkansas and surrounding states will receive for the first time a primary radio service. The examiner found that KTHS at Little Rock will furnish the only primary daytime service to 4,644 square miles with 90,233 persons, and the first primary nighttime service to 13,348 square miles with 356,239 persons.

Operating as proposed at Little Rock, KTHS will not receive objectionable interference within its normally protected groundwave contours either day or night from any existing or proposed station, the examiner found. During daytime hours of operation, it will serve an area of 24,900 square miles with a population of 885,874 within its 0.5 mv/m contour, he determined. At night, KTHS will serve an area of 14,580 square miles with a population of 558,606 within its 0.5 mv/m groundwave contour and 532,000 square miles with a population of 10,688,487 within its 0.5 secondary, skywave contour.

All of the skywave service area will be interference-free if foreign stations give the proposed KTHS operation the protection contemplated in the proposed North American Regional Broadcasting Agreement. If foreign stations continue to operate as at present, examiner opined, the secondary skywave service area will be reduced to 492,400 square miles with a population of 9,672,716.

A major consideration in the hearing examiner's findings was the fact that the move of KTHS from Hot Springs to Little Rock will result in the elimination of the interference the Arkansas station now gives to WBAL Baltimore and XERB Rosarito, Mexico — both class 1-B stations operating with 50 kw on 1090 kc.

NARBA treaties since 1944 specified a Class 1-B operation on 1090 kc in Arkansas. It was impossible for Hot Springs to support a 50 kw station, KTHS owners felt, particularly in view of the elaborate array that would have been necessary to protect WBAL and XERB.

In 1944, KTHS asked for permission to move to West Memphis, Ark., across the river from Memphis, Tenn. This was denied in 1950 on the ground that such a move would make the station essentially a Tennessee, not an Arkansas, facility and NARBA terms specified that 1090 kc was to be used in Arkansas.

In August 1950, KTHS asked for permission to move to Little Rock, and that is the application which the hearing examiner proposed to grant last week.

Hearing was occasioned by two other applications for the same facilities, but both were withdrawn by the applicants. WNOE New Orleans wanted to change from 1060 kc, 50 kw day, 5 kw night with directional antenna, and KGRH Fayetteville, Ark., from 1450 kc, 250 w.

KTHS is licensed to a subsidiary of the *Shreveport* (La.) *Times*. Same principals own KWKH Shreveport. Hearing Examiner Cooper found that the 0.5 mv/m daytime contour of KTHS at Little Rock will serve 7.38% of the area and 6.7% of the population served within the 0.5 mv/m contour of KWKH. He also found that the 2 mv/m daytime contours of the two stations do not overlap, nor does any part of the normally protected 0.5 mv/m nighttime groundwave contour. Therefore, the examiner found that the overlaps did not violate the FCC's duopoly rule.

WJOY CHOSEN

Is NYHT Contest Winner

FIRST PRIZE in the 1951 "Friendly Town" radio contest conducted for the fourth consecutive year by the New York *Herald Tribune* Fresh Air Fund was awarded Wednesday to WJOY Burlington, Vt., "for its efforts during the last year to provide vacations in the country for children of needy New York families."

Some 275 local stations in the 13 eastern states from Maine to West Virginia participated in the contest. Additional prizes were awarded to other stations as follows:

WENE Endicott, N. Y., second prize; WKNE Keene, N. H., and WVPO Stroudsburg, Pa., tied for third place. Honorable mentions went to WNOB Gardner, Mass.; WTWN St. Johnsbury, Vt.; WSNJ Bridgeton, N. J.; WHEB Portsmouth, N. H.; WMSA Massena, N. Y.; WGY Schenectady; WLAN Lancaster, Pa.; WSLB Ogdensburg, N. Y., and WRAW Reading, Pa.

In announcing WJOY as winner, Fund officials pointed out that 246 invitations for summer vacations in the Burlington area were extended to New York City youngsters. "We at WJOY had a real thrill working to make Burlington the top Friendly Town," Albert E. Spokes, general manager of station, said in a telegram to Frederick H. Lewis, *Herald Tribune* Fresh Air Fund director. "We consider the . . . campaign one of our most important and worthy public services . . ."

Expresses Appreciation

Earle Pudney of WGY Schenectady, chairman of the Friendly Town Radio Committee, said "our stations appreciate the interest taken in them by the broadcasting systems whose presidents judge the contest."

Network executives serving as judges were: Niles Trammell, NBC board chairman; Robert E. Kintner, ABC president; Frank White, president of MBS, and Lawrence W. Lowman, CBS vice president and general executive.

Sweeney Named

MICHAEL SWEENEY, who has been engaged in the advertising business in New York and Chicago for some 20 years, will join the New York office of the O. L. Taylor Co., station representation firm, effective tomorrow (Tuesday). For the past year, Mr. Sweeney has been with the Frederic W. Ziv Co. in Baltimore and Washington, and before that had served in ABC sales in New York for eight years.

Mr. Sweeney

WAGE · Syracuse, N.Y.

offers you a revolutionary concept of

MERCHANDISING

for selling the rich Central New York Market

Not merely satisfied to offer you a loyal audience of 184,000 families, at the lowest cost per thousand in Central New York, WAGE tops off a smart advertising buy by going all-out on that vital PLUS factor—merchandising. A full-time merchandising department, actively supported by the entire commercial staff, never stops developing new merchandising approaches, tailored to your needs.

Just a few successful examples of WAGE'S unique merchandising: Jumbo postcards . . . letters . . . direct mail folders . . . point of purchase posters . . . program tie-ins . . . cross-courtesy plugs . . . window displays . . . newspaper ads . . . WAGE State-Fair . . . personal appearances . . . WAGE-Savers (home grocery lists) . . . ticket tie-ins. **No other station in the area offers so much!**

WAGE's general manager, commercial manager, station representative and full-time merchandising chief cook up new ideas to reinforce a spot campaign. **Put your problem before this WAGE Merchandising Board and watch selling ideas spark, merchandise move!**

GET FULL DETAILS FROM YOUR

O. L. TAYLOR MAN

TAX FIGHT

NARTB Enters Hawaiian Suit

NEW TEST CASE challenging the legality of state gross-receipts taxes on broadcasting stations goes to trial Jan. 3 before the Territorial Court of Hawaii, equivalent to a state court.

The action arose when KPOA Honolulu filed suit to recover money it had paid to the territory under protest. The tax law was passed in 1947.

NARTB is entering the trial as a friend of the court. The association has long contended such taxes are unconstitutional and took a part in the drawn-out litigation surrounding the New Mexico gross receipts tax case. Vincent Wasilewski, attorney, and Neal McNaughten, Engineering Dept. director of NARTB, left Washington Friday night for Honolulu.

Representing KPOA in the trial is Attorney Kenneth C. Davis. The station tried last winter to get an injunction from the U. S. District Court, Hawaii, to restrain collection of the tax on the ground that radio is an instrument of interstate commerce and not subject to such intrastate levy.

Appeal Pending

At that time the federal court dismissed the suit without prejudice, holding that while it had jurisdiction it would await decision by a state court. KPOA has pending an appeal in the Ninth U. S. Circuit Court of Appeals.

Mr. McNaughter is to testify as an engineering witness. It is understood KPOA will contend it operates in interstate commerce despite the 2,000-mile separation from the mainland. The station's signals are said to be picked up with regularity in California and are heard even on the East Coast of the United States.

The Hawaiian tax case is described as similar to the New Mexico case and 1935 Fishers Blend case. In the latter instance the U. S. Supreme Court held a state tax unconstitutional. New Mexico, however, is collecting its 2% gross receipts tax on local advertising of stations in the state but not on national advertising. This compromise came out of the intricate maneuverings that marked the litigation there.

upcoming

Jan. 7-10: Retail Dry Goods Assn., 43d annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 10: Radio Executives Club of New York, luncheon meeting, Waldorf Astoria Hotel, New York.

Jan. 10-12: National Collegiate Athletic Assn., meeting, Cincinnati, Ohio.

Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Jan. 24-25: Advertising Assn. of the West, midwinter conference, Oakland, Calif.

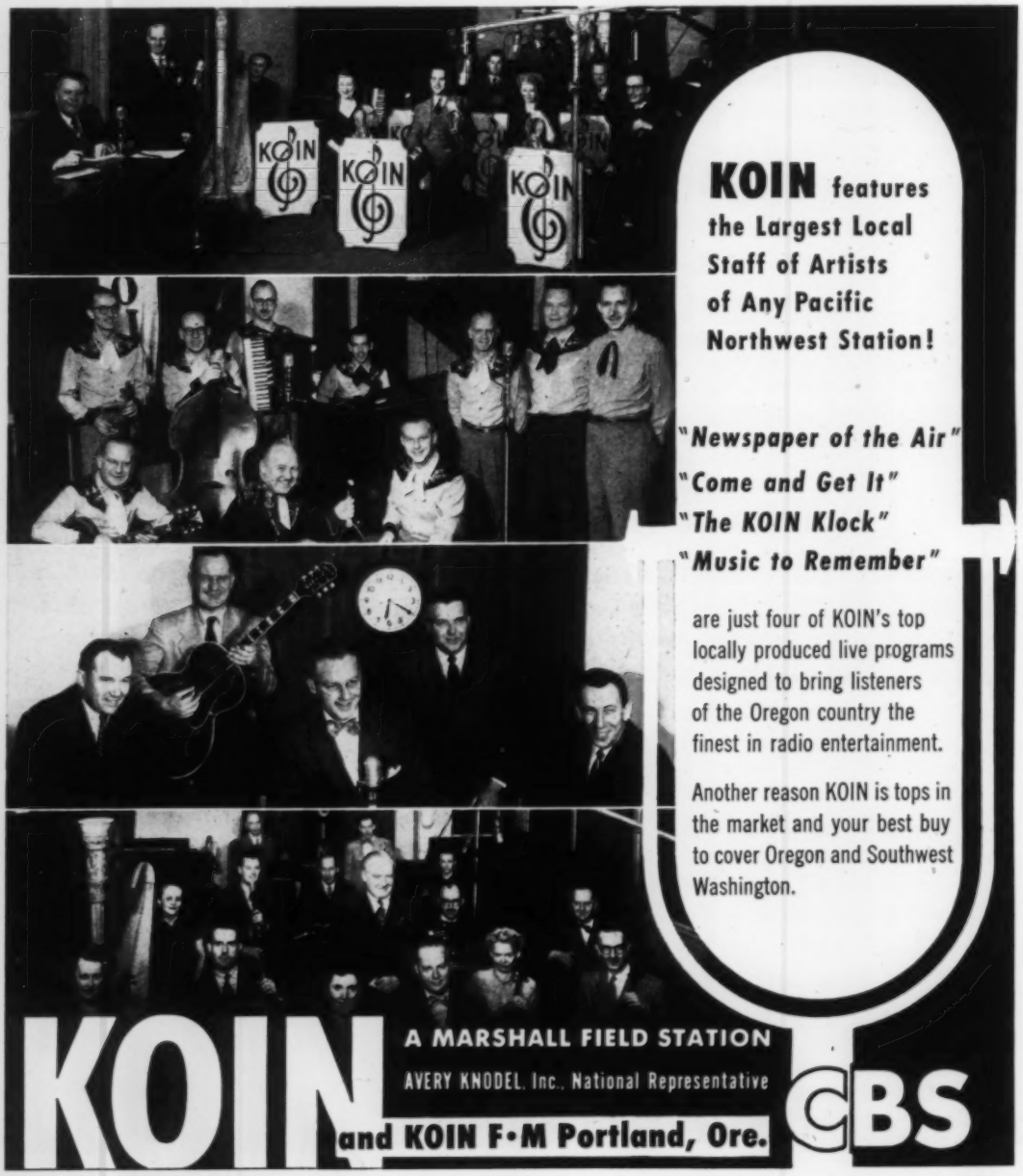
Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Feb. 4: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Amherst, Nova Scotia.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.


KOIN
KOIN
KOIN
KOIN features the Largest Local Staff of Artists of Any Pacific Northwest Station!
"Newspaper of the Air"
"Come and Get It"
"The KOIN Klock"
"Music to Remember"
are just four of KOIN's top locally produced live programs designed to bring listeners of the Oregon country the finest in radio entertainment.
Another reason KOIN is tops in the market and your best buy to cover Oregon and Southwest Washington.
KOIN
A MARSHALL FIELD STATION
AVERY KNODEL, Inc., National Representative
and KOIN F-M Portland, Ore.
CBS

AUDIENCE DATA

Mailings by March—Baker

KENNETH H. BAKER, president of Standard Audit & Measurement Services Inc., reported last week that work on the compilation and processing of approximately 700,000 names for the company's new station audience coverage measurement is nearing completion and ballots will go into the mails the first of March according to schedule.

Test mailings to work out the ballot form and the mechanics of mailing have just been completed, he said.

Approximately 350 stations and one network—CBS Radio—have signed up as subscribers for the service, the third in radio history. In addition to these, he said, new contracts will be accepted but with a 10% penalty fee for missing the deadline.

Compared to the BMB Study No. 2, conducted in 1949, the new survey will report 228 "new" cities separately from the reports for their counties. These are cities which had no stations at the time of the last BMB study but do have one or more outlets now. Twenty-one other "new" cities will be reported because of population changes bringing them within the minimum requirements, while around 40 cities will be deleted because they no longer have stations, etc.

KTRH
CBS
740 kc
The Only
50,000 WATT RADIO STATION
in the South's largest city
HOUSTON, TEXAS
the 14th market in the nation
JOHN BLAIR & COMPANY, National representative
DALLAS • DETROIT • NEW YORK • LOS ANGELES • CHICAGO • SAN FRANCISCO • ST. LOUIS

Program Firms

(Continued from page 25)

crease in national spot sales strongly indicates that phonograph records and transcriptions are becoming of increasing importance in competing for listening audiences," that is the comment of **D. K. Broadhead,** president of Allied Record Manufacturing Co. Mr. Broadhead feels that local programming in metropolitan and secondary markets, via radio, will come about in 1952.

"Every indication points to a very big year in both media for new programming," **Walter B. Davidson,** West Coast representative of Lang-Worth Feature Programs, said "Broadcasters and telecasters are demanding better programming and better service

Mr. King

Mr. Davidson

for 1952. A mighty healthy sign, and Lang-Worth is expanding it's activities in the West as well as the East, to answer the growing demand for it's services."

Bob Reichenbach, general manager of Cheshire & Assoc., feels the closing year has been a "rugged one for many of the supposedly well established transcription operators." Commenting on the coming year, he said, "Perhaps it's wishful thinking but we believe the widespread cutting back of network program activities during 1951 can only stimulate the transcription in 1952." He believes that "low-cost" dramatic features are in demand by advertisers.

Expectations for expanded activities and higher billings are put forward by **Clifford E. Ogden,** general manager, Broadcast Div., Capitol Records, in his comment. Mr. Ogden looks for more local and national spot business for radio, increasing Capitol's subscribers list. The firm also plans to enter the TV field because of growing demand for film programs and specialized music.

E. Lloyd Jones, vice president and business manager, Bruce Eells & Assoc., summed up the coming year this way; "Although radio will continue to more than hold its own during the coming year, that stepchild television will blossom to full maturity with the inevitable lifting of the freeze, thus resulting in greatly increased revenues for all connected with the industry. . . ."

"A bonanza year" is the anticipation of **C. P. MacGregor,** president of C. P. MacGregor Co. He feels that TV will be no hindrance to the transcription business during 1952, as some think. "Across the country there are countless areas where the TV screen is 'blacked out', — and where transcribed radio spot programs still remain the best possible medium

Mr. Broadhead

Mr. MacGregor

for the sponsors' sales promotion campaign.

"Add to this fact the all important matter of tax-restricted advertising budget appropriation for the merchants of the metropolitan areas, and the answer is conclusive that transcribed radio spot programs, for the local and regional advertiser, will continue to be as sure and permanent as death and taxes."

CHICAGO

The majority of Chicago's transcription firms feel that 1952 will bring forward more spot programming and better promotion and publicity service for clients.

All of those reporting are optimistic about 1952, because network advertisers are switching to spot radio and television.

Mr. Blink

Milton Blink, executive director of United Television Programs, feels 1952 billings will continue to rise above the company's $500,000 billed in 1951.

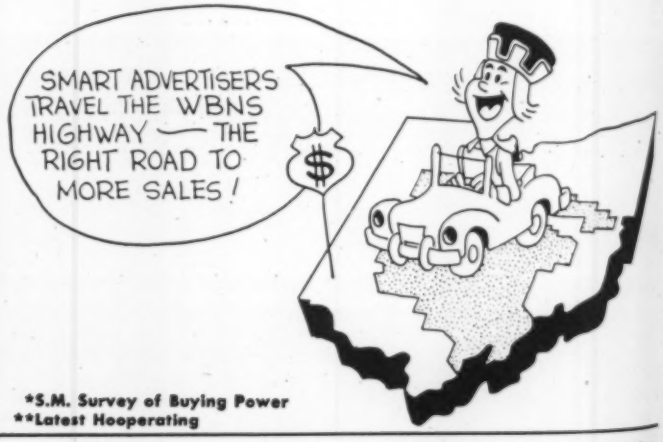
Among the 1952 goals is the initiation of a free publicity and promotion service to all clients. One of the prime causes for Mr. Blink's optimism for 1952 is the "eagerness with which small advertisers have greeted the UTP idea . . . of providing them with relatively inexpensive but effective means of merchandising via television."

William K. Ermeling, program representative for various transcriptions companies, looks for ". . . a trend to more spot programming, the main reason being that spot is easily and completely controlled. It also offers a highly personalized approach."

Morton Jacobson, president of Morton Radio Productions, thinks one of the main reasons for higher billings in 1952 is the "former radio network advertisers who have put most of their money into tele-

THE RIGHT APPROACH TO CENTRAL OHIO'S $6 MILLION* CAR AND ACCESSORIES MARKET

You're riding high when you approach Central Ohio's multi-million dollar car and accessories market dominated by WBNS RADIO. Use the only CBS outlet in a prosperous 24-county area to get more listeners at a lower cost per prospect. WBNS influences listening and *buying* habits with the 20 top-rated programs**. For time availabilities and rates, write directly or contact your John Blair Representative.



CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

*S.M. Survey of Buying Power
**Latest Hooperating

vision and the rest into spots. . . . Transcription companies have gotten a lot of business in the past couple of years from break-ups in advertising budgets as clients left network radio."

DALLAS

In Dallas **James E. Sellers**, partner in The Sellers Co., expects that billings will keep rising. "We have had all we could do in 1951. It hasn't slackened up any. The only thing I see that would slow us down next year is a lack of materials. Other than that, I don't see a thing to worry about."

PHILADELPHIA

General consensus in Philadelphia is that business will continue to increase. An increase of 17% is expected during the coming year with many advertisers using more transcribed radio spots.

Gene Hessel, president of Air-Tone Sound & Recording Co., thinks that billings will increase 15% during 1952. He also feels that business will be held down slightly, due to the limited availabilities of time on stations.

William P. Robinson, owner and president of Robinson Recording Labs., finds that many advertisers who turned to TV, have found it expensive and have returned to radio. He expects business for his firm will increase 20% over the 1951 volume.

BOSTON

In Boston **John W. Spellman**, sales manager, Trans-Radio Recordings, feels business for the coming year hinges on international and national events. Should the FCC unfreeze channels, and with the coming political campaigns, TV set sales will increase, thus increasing transcription business. Business in the area has remained the same and he expects it will follow the same road in 1952.

CANADA

Canadian firms expect business will continue to increase during 1952, with more spot radio being used in place of costly network programs. Business was very good in 1951, partly due to advertisers preparing for TV.

Len Headly, manager of RCA Victor Recording Studios, Toronto, thinks "spot broadcasting or selective radio . . . is getting the benefit of the change in preparation for TV."

Spence Caldwell, president, S. W. Caldwell Ltd., Toronto, feels that transcribed spot business will continue to climb, due to the high price of network shows. "As far as radio is concerned in Canada, most big stations are sold out to all intents and purposes and could only better their business by increasing their rates. Smaller stations are getting an increasing amount of supplementary business mostly on transcription."

Research Experts

(Continued from page 25)

broadcasters continue to base important decisions on such data, 1952 will probably see this trend intensified; accurate program ratings are fundamental, but less and less often will they be the sole criteria of program performance," Mr. Nielsen opined.

"Equally significant, this year," Mr. Nielsen observed, "has been the growth of the concept of relating audience measurement to consumer purchase data. Next year should witness more general use of such data."

Mr. Nielsen

Mr. Sindlinger

In conclusion, Mr. Nielsen said, "Both these trends are vital to the two top media: To TV, because its increasing costs must be shrewdly applied; to radio, because its proper use still can mean intense impact at low cost."

Mr. Callard saw that "one change that has been noticeable is the increased control of television expenditures and television research by the sponsor.

"This is due," explained Mr. Callard, "to several quite basic and fundamental reasons. TV costs represent a high proportion of the advertiser's appropriation and serious financial consequences result frequently when mistakes are made. With other media, mistakes may not be as noticeable, but in the case of television, errors are measureable and in fact are frequently obvious to practically the entire industry.

"A second reason for increased control by the sponsor," continued Mr. Callard, "involves the coordination of television activities with other media as well as coordination with dealer promotion. This requires individual market data which are used to economize the total advertising appropriation."

Mr. Ward said that although radio is groggy from the impact of television, 1952 "seems destined to be a year of determined action by radio." He foresees a return "to the battle lines" of the men who made radio as great as it is.

Mr. Ward

Mr. Hooper

Mr. Hooper reasserted his confidence in radio and opined that most of radio's difficulties are centered within itself.

He strongly advised the securing of new facts on radio audience measurement and adoption of a new form of hard, competitive selling. "And the steps must be taken in that order," advised Mr. Hooper; "first the facts, then their interpretation, then the solicitation.

"Radio has been so economical for advertisers to use, so productive of results, so profitable to own that it has defied comparison with other media. In fact, to make those comparisons it has failed to learn of its strength. The healthiest sign in radio is its own current, if belated, demand for comparisons with other media. Radio can stand comparison," Mr. Hooper declared.

Mr. Seiler foresees expansion of TV programming to include the entire day. "In television, 1952 should belong to daytime programming," he asserted. "Experimentation during the past year leaves no room for doubt that the TV set can attract commercially valuable audiences from early morning throughout the day.

Dr. Roslow

Mr. Seiler

"In many time periods," Mr. Seiler continued, "TV sets-in-use have doubled and tripled during the past 12 months and other dormant hours await only the proper program formula."

As for radio, Mr. Seiler also seemed confident. "Radio also will prove its continuing worth in 1952. Perhaps much listening may move from the living room to other locations, but again, 1952 programming and radio's unique advantages over any other medium will firmly establish its value to both advertiser and listener."

Sydney Roslow, director, The Pulse Inc., N. Y., said: "At the close of the year, an indication of the present status of radio listening in relation to its past, a comparison of the average ¼ hour homes using radio should be of interest.

AVERAGE ¼ HOUR HOMES USING RADIO, ENTIRE WEEK, 6 A.M.-12 MIDNIGHT

	Weighted Average All-Pulse Markets	New York
1942		17.9
1943		20.2
1944		21.7
1945		23.3
1946		24.1
1947		24.0
1948	24.2	24.9
1949	24.1	
		23.5
1950	22.6	23.6
(1st 10 months) 1951	21.9	22.6

"The first 10 months of 1951 show a loss of only 9.5% from the 1948 high in the multi-market weighted average, and 9.2% in New York. The current level in New York is still higher, however, than the years before 1945.

"Complete Pulse TV data are available in New York, Philadelphia and Chicago from 1949 to December 1951 showing average ¼ hours homes using TV for the entire week in these cities.

These data show "viewing has held up remarkably well in these markets considering the terrific advances in TV ownership from less than 25% in December 1949 to approximately 60% in November 1951. In New York the percentage gain in average ¼ hour viewing from noon to midnight between 1949 and 1951 is 17.5%, but the actual number of homes reached is many times greater."

POLITICAL FEATURE

MBS Airs Both Parties

MBS was scheduled to serve as a "battle front" for political cannonading yesterday (Sunday) with a full-hour broadcast, *Politics—1952*, featuring key Democratic and Republican spokesmen.

Election strategy was the keynote of the program, with a half-hour segment devoted to each party—on free time, in the public interest—from 10-11 p.m. EST.

Frank E. McKinney, Democratic National Committee chairman, was moderator for the 10-10:30 p.m. portion, presiding over key talks by Vice President Alben Barkley, Senate Majority Leader Ernest McFarland (D-Ariz.) and others. Guy Gabrielson, GOP committee chairman, was chief speaker for the minority party in the latter half.

McLENDON HONORED

In 'Sporting News' Grid Poll

GORDON B. McLENDON, LBS president, has been named the No. 1 football broadcaster for 1951 by *The Sporting News*. Previous recipients of the annual award were Harry Wismer, ABC sports director, in 1947, 1948 and 1950, and Red Barber, CBS sports counselor, in 1949.

Mr. McLendon

Mr. McLendon covered 12,500 miles to fill his footballcasting engagements, traveling by plane, rented auto, taxicab and once when his car developed trouble, by pick-up truck. On one occasion, he was forced to use a ski-equipped plane to reach Green Bay, Wis.

BUSINESS IS BIGGER
ON COLUMBIA PACIFIC!
Radio is bigger than ever on the Coast.
And sales are bigger than ever on the Columbia Pacific Network—with 21% more sponsored quarter-hours than last year. Because Columbia Pacific now delivers a bigger share of audience than last year . . . a bigger share of audience than any other West Coast network.*
COLUMBIA PACIFIC NETWORK
Represented by CBS Radio Spot Sales
*NRI, Jan.-Sept. 1951-1950

WCOL SALE

Sawyer Purchase Approved

SALE of WCOL Columbus from the Pixleys to Secretary of Commerce Charles Sawyer for $100,000 [B•T, Sept. 3] was approved by the FCC last week.

Action followed after the Commission had set the purchase for a hearing on the question of overlap among WCOL and WING Dayton and WIZE Springfield, all Ohio [B•T, Oct. 29]. The latter two stations already were owned by Mr. Sawyer.

Comr. Robert Jones dissented without a written opinion.

In his petition for reconsideration [B•T, Dec. 3], Mr. Sawyer pointed out that none of the stations overlapped during nighttime hours. During daytime hours, his petition pointed out, the 0.5 mv/m of WING completely overlaps the interference-free contour of WIZE and the 2 mv/m contour of WING covers substantially all of the 2 mv/m contour of WIZE.

During daytime hours, WCOL and WIZE overlap to the extent of two square miles, having a population of 75 persons, petition mentioned. This area is the only area receiving signals from all three stations, petition pointed out.

Daytime overlap between WING and WCOL comprises an area of 774 square miles, with a population of 36,600. This is 6.85% of the area and 3.47% of the population within the daytime service area of WING, and 29.4% of the area and 7.67% of the population within the daytime service area of WCOL, it was reported. Substantially all of the overlap occurs in Columbus, petition pointed out.

Columbus is 43 miles from Springfield and 65 miles from Dayton. Springfield is 24 miles from Dayton.

WING operates on 1410 kc with 5 kw; WIZE on 1340 kc with 250 w, and WCOL on 1230 kc with 250 w. Mr. Sawyer and family own all of WING and WCOL, 52% of WIZE.

POLITICAL 'BIAS' CHARGE

Complaint Names WALL

CHARGE of political bias has been filed with FCC against WALL Middletown, N. Y. Station is withholding comment pending its reply to an FCC request for its side of the story.

Complaint against the station was filed by Thomas J. V. Cullen, chairman of the Orange County (N. Y.) Democratic Committee. Mr. Cullen claimed that in the November elections, WALL's News Editor Charley Zaimes was on the payroll of the Orange County Republican Committee. All of the Democratic candidates were defeated in last month's elections.

CFCL is call letters of new 1 kw station on 580 kc at Timmins, Ont., which will handle mainly French-language programs.

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly

Day — 90,320 families *Night — 66,230 families*

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929
AM — 5000 WATTS — 960 Kc.
FM — 41,000 WATTS — 94.9 Mc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

HST's Car

NEW communications railway car for use by President Truman is about ready to go into service, according to the White House. It replaces a rebuilt baggage car first used by President Roosevelt during the war. Changes in the car, made at the St. Louis Car Co., are being made at an Army Signal Corps shop in Baltimore following a recent shakedown run. Equipment includes radio-teletype and telephones that can be cut into lines when the train stops. The Signal Corps will operate the car.

MAIL FRAUD TRIAL

Is Scheduled Jan. 15

HAROLD COWAN and Ralph Whitmore, former partners in a Hollywood mail order agency bearing their name, go on trial Jan. 15 to answer 17 counts of mail fraud.

Accused of misrepresenting quality of Christmas tree ornaments advertised a year ago, the duo was indicted by a federal grand jury in Los Angeles last March [B•T, March 5]. This followed extensive investigation by postal authorities and the U. S. Attorney's office.

Federal Judge Leon R. Yankwich, before whom they are scheduled to appear, denied motion for dismissal of the charges [B•T, May 28]. After many delays, trial was set for the mid-January date [B•T, Nov. 5]. It is understood they will waive jury trial.

The pair reportedly made more than $100,000 in their pitch deal. Stations throughout the country received numerous complaints from dissatisfied purchasers, it was reported.

Messrs. Cowan and Whitmore as individuals and as a company last September filed petitions in bankruptcy [B•T, Oct. 1]. Mr. Cowan totalled his liabilities as $338,826.98, with assets $7,056.23. Mr. Whitmore gave total debts as $329,910.61, and assets $9,556.23. Company liabilities and assets were exactly the same as those reported by Mr. Whitmore.

Opens Law Office

BERNARD KOTEEN will open his own law office Jan. 1 in the Wyatt Bldg. in Washington, engaging in administrative practice and specializing in radio-TV. Mr. Koteen was with the FCC from January 1946 until June 1948, leaving as chief of the review section, Legal Dept., to join the Washington law firm of Cohn & Marks. During World War II he was a Navy lieutenant commander acting as administrative officer and personal assistant to Rear Admiral J. J. Broshek, director of the Navy Dept.'s ship maintenance division. He is a 1940 graduate of Harvard Law School.

STATIONS SWITCH

WEEK, KTOK Involved

APPLICATION for the exchange of WEEK Peoria, Ill., for KTOK Oklahoma City [B•T, Nov. 12] was filed with the FCC last week.

Essence of the involved parlay is this: (1) O. L. (Ted) Taylor transfers his KTOK to Sen. Robert S. Kerr (D-Okla.)-Dean McGee group. (2) The Kerr-McGee group transfers its WEEK to Mr. Taylor. (3) No money changes hands. (4) Mr. Taylor sells WEEK to Fred L. Vance and family for $225,000. Mr. Vance is a former employe of WEEK and spent his youth in that city. He now is manager of the Dallas office of the O. L. Taylor Co., station representative.

Part of the agreement is a pledge that a TV application for Peoria will be filed by a new corporation owned 55% by Mr. Vance, 30% by Kerr-McGee group and 15% by Mr. Taylor.

Total assets of WEEK, operating with 1 kw on 1350 kc, were given as $150,336.60; current liabilities, $10,511.30. Total assets of KTOK, operating with 5 kw day, 1 kw night on 1000 kc, were listed as $232,273.63; current liabilities as $31,347.79. WEEK is an NBC affiliate; KTOK is ABC.

Other Broadcast Holdings

Kerr-McGee group also owns KRMG Tulsa, on 740 kc with 50 kw day, 25 kw night. Tulsa is 98 miles from Oklahoma City. In addition, Sen. Kerr's brother, A. M. Kerr, owns 15.3% of KMUS Muskogee, Okla., and 21.1% of KIHN Hugo, Okla. KRMG is already a TV applicant for Tulsa and it is expected that an application for Oklahoma City will be filed for KTOK following FCC approval of the transfer.

Mr. Taylor also owns KANS Wichita, Kan., and KRGV Weslaco, Tex.

CBC GRANT

Receives $25 Million

CANADIAN Broadcasting Corp. has been granted $25 million by Ottawa to aid in the financing of CBC's operations for the next five years. Grant for the current fiscal year ending March 31, 1952, amounts to $4,750,000, which is included in the total amount.

Money is to be spent for improving CBC services and for more sustaining programming. CBC has announced that part of the grant will be used for new studios at various locations, new stations and repeater stations. In the Atlantic Coast provinces CBC will spend about $2,500,000 on new studios at St. John, a new Franch-language transmitter near Moncton, for increasing the power of CBH Halifax, and also Newfoundland stations, and for the building of a number of small repeater stations in the Atlantic Coast region.

Bee Baxter of KSOO Wins McCall's Mike Award

for Outstanding Service to the Community by a Woman Broadcaster

Thank you, McCall's, for the nationwide award to Bee Baxter for Outstanding Service to the Community by a Woman Broadcaster. We are confident that the many thousands of midwestern housewives in Bee's daily audience join with KSOO in congratulating Bee on this occasion. Bee Baxter is an example of the outstanding local personalities who have maintained KSOO's leadership in Sioux Falls and its rich trading area. KSOO now moves into its twenty-fifth year of service on its established 1140 kc. clear channel assignment with new and expanded 10,000 watt* facilities. Now Bee Baxter and the other top KSOO personalities will serve additional thousands of midwestern families.

Soon——
10,000 watts daytime
***5,000 watts night time**

ABC Affiliate **Represented by AVERY-KNODEL, Inc.**

THE LATEST WCKY STORY

A BIG *PLUS*

FOR WCKY ADVERTISERS

THE OUT-OF-HOME AUDIENCE

WCKY is the #1 Station in Cincinnati

For Out-of-Home Listening

INVEST YOUR AD DOLLARS **WCKY**'S-LY

THE LATEST WCKY STORY

HERE'S THE BILLBOARD REPORT

• Out-of-Home Listening . . . CINCINNATI

. . . According to Pulse Reports

The percentage of radio sets in use out of the home during the average quarter-hour period in July in Cincy was 2.6. Compare this with the percentage of sets in use in the home in the average quarter hour, which was 19.8. Thus, the summer out-of-home audience was about 13 per cent of the at-home audience, and about 11.6 per cent of the total.

The top Cincy shows for out-of-home listening during the summer of 1951, according to Pulse, follows:

DAYTIME
MONDAY-FRIDAY

1.	BASEBALL	WCPO	12:30- 4:30	1.4
2.	GAY 90'S	WCKY	5:00- 5:30	1.1
2.	VARSITY RHYTHM	WCKY	4:30- 5:00	1.1
3.	BING CROSBY	WCKY	12:30-12:45	.9
3.	GUY LOMBARDO	WCKY	12:45- 1:00	.9
3.	MAKE BELIEVE BALLROOM	WCKY	3:00- 4:30	.9
3.	MARY MALONE	WCKY	2:00- 2:30	.9
3.	NEWS	WCKY	12:00-12:15	.9
3.	SUPPER SURPRISE	WCKY	5:30- 6:00	.9
3.	WALTZ TIME	WCKY	1:00- 2:00	.9
3.	NEWS	WCPO	12:00-12:15	.9

ON THE AIR EVERYWHERE
24 HOURS A DAY
7 DAYS A WEEK

CALL COLLECT:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

editorial

Disbarred?

THE NEW YORK State Bar Assn.'s Committee on Civil Rights wants to exclude television and radio (along with newsreels and still cameras) from "public" hearings to protect the rights of witnesses and maintain the dignity of the proceedings.

But as far as the bar committee is concerned, newspapermen can go right in.

Just how does the press offer greater protection to the witness than TV or radio? It doesn't. TV and radio report exactly what is happening as it happens. They do not report what a reporter *thinks* has happened or, more to the point, what an editor thinks *should have* happened. The simple truth is that the greatest protection an honest witness can have is accuracy in the reporting of his testimony.

Why should TV and radio be lumped with newsreels and still cameras in the bar committee's list of objectionable instruments? They shouldn't. They have none of the annoying characteristics—*i. e.* glaring lights—that movie and still cameras have. In every instance that we know of, the lights to which witnesses have objected have been kleigs placed for newsreels or flash bulbs exploded by still cameramen.

The arguments of the New York bar committee have been heard before from others, and for want of counter-arguments from more imaginative minds they are apt to be adopted as policy. It's time someone began fighting to get TV and radio the equality they deserve.

Radio's Platform—1940-52

OVER THE long Christmas holiday weekend, we browsed through back issues of this journal (then carrying the bonnet: BROADCASTING—*Broadcast Advertising*). Our eyes lit on the editorial page of the final issue of 1939.

The words had a familiar ring. We were discoursing on the year ahead, and how it behooved every person identified with radio to take inventory. The theme was that, happily, there are two basic components in American radio—the public and the broadcaster. In between are such essential personages as the client, the advertising agency and the federal regulatory authority. Then the observation:

But as long as the broadcaster satisfies the listener, he meets his service obligation.

There was a once-over lightly of the problems of the old year and of the traditions established by radio. We thought it advisable to set down in type the immediate objectives of radio, as a sort of creed in which it dedicates itself not only to the public service but to a vigorous defense of those principles for which it must stand to perpetuate that service.

We then enunciated our "platform for American radio," which we said we would modify as conditions warranted. The "platform," as it was published the year 1940, was as follows:

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

With the passage of a dozen years, how many of these tenets need revision?

There's the one seeking to build circulation "to saturation in 30,000,000 homes." Today there are 100 million sets in *42.4 million* households (see story page 23)—covering better than 95% of the population. More than 75% of the new automobiles have radios, and in the classroom radio is virtually standard equipment. Better than par for that course.

Foster commercial television *and facsimile?* TV okay. Facsimile is a *fait accompli* technically, but is used for commercial rather than mass distribution (broadcast) purposes. The answer might be that it's still cheaper to get a newspaper delivered to your front door. But if newspaper rates keep increasing (they're 15 cents in Los Angeles) facsimile may still beckon.

So, with these slight alterations, we commend to all persons identified with broadcasting (which includes *television* broadcasting) a rededication of *Radio's Platform* for the next dozen years.

Comes the Congress Dawn

IN ANOTHER week Congress reconvenes. It will be a rip-snortin' exhibition from the opening gavel until the electioneering gets under way in the fall of this Presidential campaigning year.

Never before in our generation, or perhaps even in modern history, have there been so many issues for the political spellbinders. And with television yet! The Korean conflict, the corruption scandals, the crime investigation are but the top-billings in a gigantic mosaic of headline grist.

You might think, under these circumstances, that legislation pertaining to the broadcast services would be lost in the melee. Perish that thought. Those TV allocations are too enticing a political morsel. And remember, Sen. William Benton, he of the huckster background who has taken the reformer veil, is determined to make what we choose to call his "Board of Radio and TV Censorship," his campaigning *cause celebre.*

There are a score of legislative proposals affecting the broadcast arts that probably won't see the light of day. It's these others with political connotations that concern us.

And while on the subject of Congress, we would be remiss if we didn't take editorial note of an important change. It isn't the retirement of a Senator or the empty seat of a Committee chairman. It is the resignation of Edward Cooper as executive aide to the Majority Leader, who for ten years before had served as the communications expert of the Senate. Ed Cooper has joined the Motion Picture Assn. of America as the chief of its television department. The MPAA couldn't have found a better informed or qualified expert.

Ed Cooper served his superiors and his nation well. What isn't generally known is that communications in general and radio in particular have been spared many a crisis by virtue of the presence of Ed Cooper on the Senate side. He commanded the respect of both Republicans and Democrats. It was the force of his logic and his knowledge of the media that blocked many an abortive legislative thrust. He sat as a 97th Senator insofar as the communications services are concerned.

We wish Ed Cooper well. But we confess we would feel better about a fair shake for radio if he were still there in the Senate.

our respects to:

GEORGE RICHARD SWIFT

FROM apprentice to general manager of WCBS-TV New York, the flagship station of the CBS Television Network.

That, in capsule form, is the success story of G. Richard (Dick) Swift, who began his 20th year in the field of broadcasting Dec. 30. His first day in the business was the same date in 1932 when, as an ambitious youngster just out of high school, he brushed aside a job his father had arranged for him on a trade newspaper and went to work for CBS instead, as a "Junior Assistant Production Man." It was an impressive title—but it really meant apprentice.

Opportunities for learning were plentiful at CBS, then a comparatively new, yet booming network, and it wasn't long before the young Mr. Swift had absorbed and learned enough to produce and direct several important network programs. His first step up the ladder came when the Program Dept. put him in charge of popular music, which permitted him to discover and introduce some of today's headliners in the field—singers Nan Wynn and Barry Wood, for example.

While popular music director, Mr. Swift spotted a vocal coach he thought showed promise as a conductor. He urged his superiors to give the man an opportunity and finally succeeded in getting time on the network for a variety show featuring a new maestro. Today that former vocal coach is one of radio and television's best-known conductors—Ray Bloch.

Later, Mr. Swift became producer of one of CBS' bigger network shows, *Phil Cook's Almanac,* which he continued producing and directing when Mr. Cook established his early-morning program on WCBS.

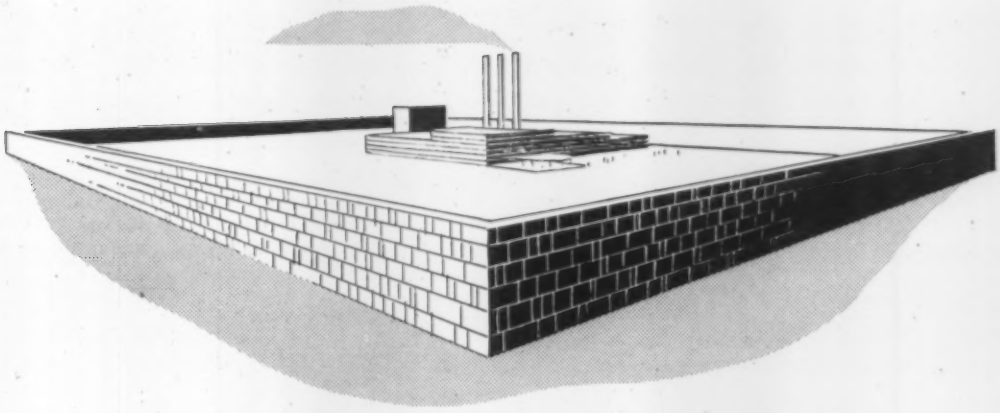
Eager to acquire a working knowledge of all facets of radio, Mr. Swift accepted a permanent appointment at WCBS under Arthur Hull Hayes (now vice president in charge of the network's San Francisco office) and began learning the ins and outs of the business side of radio.

He was assistant program director for the station. Later, on his own initiative and to round out his experience, he asked to be transferred to the sales staff.

On May 20, 1946, he was appointed assistant general manager and program director. In this capacity, he developed some of the station's most popular shows, including Arthur Godfrey's, *This Is New York,* Phil Cook's and Margaret Arlen's.

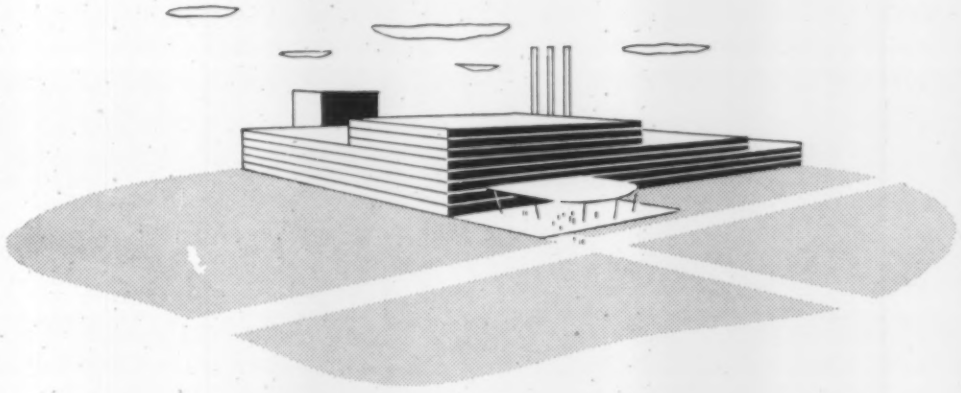
In March of 1949 he was named general

(Continued on page 81)



THE DISAPPEARING WALL

Sometimes *mental* walls, too, need
to be removed. Radio can help.



Typical of industry's new attitude toward community relations is the gradual disappearance of the unfriendly and forbidding factory wall.

Although a protective fence may sometimes be needed for security reasons, industry has found that friendship.. with neighbors as well as with customers.. pays dividends. In labor supply, for example. In cooperation with local suppliers. And in relations with local government.

It isn't always a physical wall, however, that stands between a plant and its community. Sometimes an imaginary wall exists in the minds of the community's members.. a vestige, perhaps, of bygone policies.

In removing mental walls, in improving liaison between plant and community, radio programs can help tremendously. And at reasonable cost. Radio can be as informal as you like, as flexible as you need, as friendly as only the human voice *can* be.

Does it take special circumstances or particularly unique skill to use radio to good effect in community relations? No. Almost any company can benefit. And in six of the nation's leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.. Westinghouse stations are ready to help. They are in their 32nd year of helping industry make friends with its neighbors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for
WBZ-TV; for WBZ-TV, NBC Spot Sales

Yes, sir,

such an excavator moves a lot of earth with each scoop.

And KWK

can supply a lot of sales-drive to help move your product in the St. Louis area.

Contact your Katz man to unearth the facts about the

high power job

KWK can do for you.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

HEART FUND
Radio, TV Units Named

BRUCE BARTON, board chairman of BBDO, who is national chairman of the 1952 Heart Fund Campaign, last week named Thomas M. McDonnell, radio director of Foote, Cone & Belding to head the National Radio Committee for the fund drive and Rodney Erickson, manager of Young & Rubicam Radio and TV department, to head the National Television Committee.

Mr. Barton also announced these additional committee appointments:

Radio Committee—Frank Stanton, president, CBS; Frank White, president, Mutual; Theodore L. Bates, president, Ted Bates & Co.; Theo Gannon, director, radio-TV program development, William H. Weintraub & Co.; William R. Joyce, William Morris Agency; Frederick A. Long, director of radio-TV, Geyer, Newell & Ganger; Garth Montgomery, vice president, director of radio-TV, Kenyon & Eckhardt; Arthur Pryor Jr., vice president, radio-TV, BBDO; and Roy Winsor, Biow Co.

Television Committee—Robert E. Kintner, president, ABC; Philip H. Cohen, vice president, director of radio-TV, Sullivan, Stauffer, Colwell & Bayles; Myron P. Kirk, vice president, director of radio-TV, Kudner Agency; P. A. Louis, director of radio-TV, D'Arcy Adv.; Tom McDermott, director of TV, Benton & Bowles; Julius F. Seeback Jr., vice president, WOR and WOR-TV New York; Lewis H. Titterton, vice president, radio-TV production, Compton Adv.; Willson M. Tuttle, vice president, director of radio-TV, Ruthrauff & Ryan; and Sylvester L. (Pat) Weaver Jr., vice president, television, NBC.

Harry R. Farrall

HARRY R. (Pat) FARRALL, 55, assistant to the publisher and advertising director of the *Warren Tribune-Chronicle* and vice president-general manager of the *Tribune* station, WHHH Warren, Ohio, died Dec. 22 after a two-week illness from a heart condition. Mr. Farrall started his newspaper career in East Liverpool, Ohio. He went to Warren in 1934 when he joined the *Tribune* as advertising manager. Mr. Farrall had served as president of the Warren Chamber of Commerce for the year ended last March 31 and was chairman of its board at the time of death.

Arthur Pollock

ARTHUR B. POLLOCK, 74, president of CFCA (FM) Kitchener, Ont., and of Dominion Electrohome Industries, died Dec. 17 at his home after a lengthy illness. He started making radio receivers in 1925 and a few years ago was granted the first Canadian FM license for a station not affiliated with an AM station. He is survived by his wife, one son, and two brothers.

front office

FRANK C. OSWALD, assistant to secretary-treasurer WGAR Cleveland, appointed administrative assistant to EDWARD LAMB, president Edward Lamb Enterprises (WTOD Toledo, WTVN(TV) Columbus, Ohio, WICU(TV) Erie, Pa.).

FRED K. LEO, publicity director, president and commissioner All American Girls Professional Baseball League, appointed public relations director and member of sales staff WHBF-AM-TV Rock Island, Ill. Mr. Leo has served with WMRO Aurora, Ill., and WMBD Peoria, Ill.

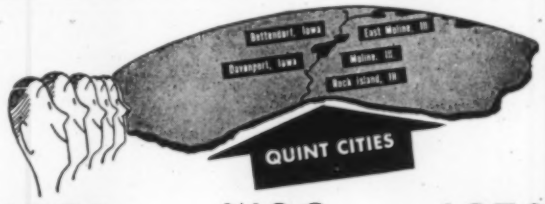
Mr. Leo

CHARLES D. MELTON, acting manager WSIC-AM-FM Statesville, N. C., appointed manager. He succeeds EARL BOYLES, resigned.

PAUL ELLIS, merchandising specialist Kraft Foods Corp. in Seattle-Tacoma area, named merchandising supervisor KRSC Seattle.

Personals . . .

CHARLES H. CRUTCHFIELD, vice president and general manager WBT and WBTV(TV) Charlotte, N. C., named to national radio and television committee of Brotherhood Week. . . . PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., was selected "high man" among workers on membership committee of local Chamber of Commerce. . . . ARTHUR HULL HAYES, CBS vice president and general manager KCBS San Francisco, appointed director Redwood Empire Assn. . . . JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-TV Philadelphia, named to serve on membership committee of American Public Relations Assn. . . . MURRAY B. GRABHORN, managing director of NARTSR, named national chairman of radio and television committee for Good Neighbor Day.



1922 WOC 1952

30 Years Later

BUSINESS BETTER THAN EVER

WOC is the oldest radio station west of the Mississippi River. Carried 1st network broadcast of a Presidential Inauguration west of the Mississippi—Calvin Coolidge, March, 1925. Carried 1st network broadcast of a World Series west of the Mississippi—Cardinals vs Yankees, 1926. It has scored many other 1sts—including one of 1st stations west of the Mississippi affiliated with NBC.

Today, WOC can point to local BUSINESS BETTER THAN EVER.

24.2% more local advertisers bought time on this station July 1, 1950 to June 30, 1951, *than in any previous 12 month period.*

Local advertisers spent more money for time on WOC during this period, 14.4% *than in any previous 12 months.*

Get the facts about this radio station where BUSINESS IS BETTER THAN EVER. Get them from your nearest F & P office . . . or from us direct.

WOC
THE QUINT-CITIES AM - FM ALSO TV

Col. B. J. Palmer, president
Ernest C. Sanders, manager

Davenport, Iowa
Basic NBC Affiliate
5000 W.—1420 Kc.

Free & Peters, Inc.
Exclusive National Representatives

DECEMBER 31, 1951

TELECASTING

A Warm and Friendly Wish
for Happiness and Success
in the Coming Year

1952

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

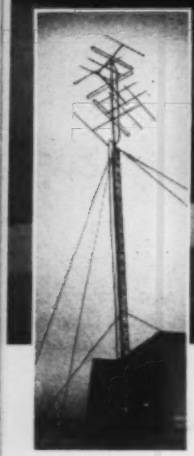
in our 7th year

In Evansville–

"Most people tune in WFBM-TV!"

Says P. H. CASTRUP, *Radio and TV Sales*
1014 East Franklin Street, Evansville, Indiana

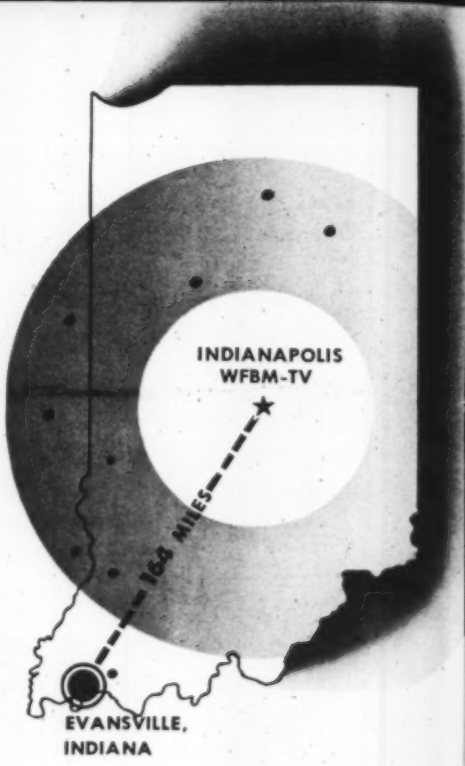
You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS



Inset shows the fine antenna installation of the Bob Schaad Company.

"WFBM-TV gets a major share of Evansville's audience"

Says AL BOSLER, in charge of *Radio-TV Service* for the BOB SCHAAD CO.
3229 W. Franklin Street
Evansville, Indiana



● Way down in Evansville, Indiana—164 miles from Indianapolis—many viewers claim WFBM-TV as their favorite station, not only because the programs are good but also because *it comes in best!*

All of which points up the big BONUS you get when you buy this great Hoosier station. In addition to the **192,500** TV sets installed within its 60-mile radius, your programs on WFBM-TV get a "free ride" over the air waves to additional thousands of televiewers far and beyond the station's 60-mile area.

WFBM-TV, on channel 6, is doing a wonderful sales job for scores of profit-minded advertisers. You'll want to be in on this truly big deal for a big 1952!

*Source: BROADCASTING-TELECASTING, December 31, 1951

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning!* ★ FIRST *in the afternoon!* ★ *and a* GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

* Hooper Ratings, February through April, 1951.

First in Indiana

WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

NETWORK RATES

NBC Boosts 9%; Others 'Watching'

A BOOST in NBC-TV time charges [B•T, Dec. 24] and revisions in the frequency discount structure to encourage year-around sponsorships were announced last Thursday by George H. Frey, vice president and director of TV network sales.

Rate raises by the other networks, observers felt, would be mainly a matter of timing.

CBS Television officials said the question is now under study.

ABC-TV officials indicated strongly they will raise rates if others do.

DuMont officials, while asserting that no immediate boost is planned for the network rate or the rates of DuMont-owned stations, pointed out that about half of the network's affiliates are raising rates about 10%, with these increases, of course, to be passed along to network advertisers.

ABC-TV's position was stated by President Robert E. Kintner: "We're watching rate developments closely and if others go up I wouldn't be surprised if we took similar action."

Mr. Kintner also predicted that half of all TV shows will be on film by next fall.

DuMont Network Director Chris J. Witting estimated that 75% of the nation's stations are raising rates as of Jan. 1 by about 10% but said DuMont's wholly owned stations—WABD(TV) New York, WTTG(TV) Washington, WDTV (TV) Pittsburgh—"are continuing to maintain 1951 rates."

He noted that WABD's basic evening hour rate is $2,200 "as compared with $4,000 and more for the other network key stations in New York."

The NBC rate increase amounting to 9% for the total network, is effective Jan. 1 in the case of new advertisers and July 1 for advertisers who have signed up before Jan. 1. For an evening half-hour on the network the new rate will be $29,865 as compared to $27,405 now.

An increase in the frequency discount structure for 52-week advertisers is being made, Mr. Frey said, so that they may take advantage of TV's all-season sales pull at measurably reduced costs. The 26-week discount plan is being eliminated, with the new structure to be based on 39- and 52-week contracts.

The 9% overall rate hike compares with an 18% increase in TV home circulation since the current rates went into effect last July 1, it was pointed out.

Mr. Frey also noted that there will be more than 15 million TV homes on Jan. 1, as against less than one million at the start of 1949. Under the new rates, he estimated that the cost-per-thousand homes will have dropped from $4.88 in January 1949 to $1.93 in January 1952, and will have declined to a new low of $1.71 by the time the new rates become effective for current advertisers next July 1.

New network rates for individual affiliates, with comparisons with the old rates are as follows:

	Old Rate	New Rate
WNBT New York	$4,000	$4,500
WRGB Schenectady	775	825
WKTV Utica	375	400
WSYR-TV Syracuse	575	700
WBZ-TV Boston	1,700	1,750
WJAR-TV Providence	750	800
WPTZ Philadelphia	1,900	2,100
WDEL-TV Wilmington	475	525
WBAL-TV Baltimore	1,000	1,100
WNBW Washington	950	975
WTVR Richmond	475	500
WTAR-TV Norfolk	475	500
WSB-TV Atlanta	575	625
WBRC-TV Birmingham	400	425
WGAL-TV Lancaster	600	625
WJAC-TV Johnstown	550	625
WNBK Cleveland	1,275	1,425
WBEN-TV Buffalo	900	1,000
WHAM-TV Rochester	550	650
WSPD-TV Toledo	600	725
WWJ-TV Detroit	1,350	1,525
WLWD Dayton	625	675
WLWC Columbus	675	725
WLWT Cincinnati	925	975
WSAZ-TV Huntington	425	425
WAVE-TV Louisville	500	575
WSM-TV Nashville	350	375
WNBQ Chicago	2,000	2,200
KSD-TV St. Louis	1,100	1,225
WMCT Memphis	550	625
WTMJ-TV Milwaukee	950	1,075
WOC-TV Davenport	375	450
WOW-TV Omaha	450	550
WDAF-TV Kansas City	700	800
KSTP-TV St. Paul	850	900
WNHC-TV New Haven	800	800
WFMY-TV Greensboro	400	400
WBTV Charlotte	400	500
WMBR-TV Jacksonville	300	400
WDTV Pittsburgh	900	900
WICU Erie	500	550
WJIM-TV Lansing	425	475
WKZO-TV Kalamazoo	500	500
WTTV Bloomington	200	200
WFBM-TV Indianapolis	700	800
WOOD-TV Grand Rapids	500	500
WOI-TV Ames	400	400
WNBF-TV Binghamton	325	400*
WTVJ Miami	550	600
WDSU-TV New Orleans	450	525
WFAA-TV Dallas, WBAP-TV Fort Worth	750	750
KPRC-TV Houston	550	600
WOAI-TV San Antonio	400	400
WKY-TV Oklahoma City	600	600
KOTV Tulsa	500	500
KDYL-TV Salt Lake City	300	375
KOB-TV Albuquerque	200	200
KPHO-TV Phoenix	300	300
KNBH Los Angeles	2,000	2,050
KRON-TV San Francisco	850	1,000
KFMB-TV San Diego	550	550
KING-TV Seattle	600	650**

* This rate will not become effective until Jan. 15.
** Effective Feb. 1.

DuMont officials said the following DuMont affiliates already have announced rate card changes: WKTV (TV) Utica, $375 to $400; KING-TV Seattle, $600 to $650; WJAC-TV Johnstown, $550 to $625; WICU (TV) Erie, $500 to $550; WNHC-TV New Haven, $800 to $900; WAVE-TV Louisville, $500 to $575; WRGB (TV) Schenectady, $775 to $825; WFBM-TV Indianapolis, $700 to $800; KPRC-TV Houston, $550 to $600; WTAR-TV Norfolk, $475 to $500; KSD-TV St. Louis, $1,100 to $1,155; WMCT (TV) Memphis, $550 to $625.

The increases apply to new accounts, with the customary six-month protection to current advertisers, it was explained.

KECA SIGNS JARVIS

$2 Million Contract Reported

AL JARVIS, highest paid disc m. c. on West Coast, with reported annual salary of $100,000, has been signed to seven-year contract by KECA-AM-TV Los Angeles, effective Jan. 28.

Money involved is said to be $2 million or more over seven-year period based on percentage of income derived by stations.

Mr. Jarvis joined KLAC Hollywood, five years ago with his daily *Make Believe Ballroom* and started varied TV programs on KLAC-TV three years ago.

NOVEMBER GROSS

Growth Ratio Slackens

GRADUAL slackening in the rate of acceleration of TV network time sales can be noted from the following figures compiled by Publishers Information Bureau which show November 1951 leading November 1950 by a margin of only slightly over two to one, compared to a more than three to one ratio between the first 11 months of this year and last. (Comparison is not exact as DuMont figures were not included in the 1950 totals, but as they are omitted from both the November and the January-November tables the generalization holds.)

The first table gives individual TV network gross time sales for November and January-November, this year and last. Second table recapitulates monthly grosses of each network for 1951, corrected up to Dec. 26.

NETWORK TELEVISION

	November 1951	November 1950	Jan.-Nov. 1951	Jan.-Nov. 1950
ABC	$ 1,911,243	$1,243,549	$ 16,605,766	$ 5,330,046
CBS	4,605,506	2,215,744	37,734,476	10,659,929
DuMont	847,373	(*)	6,823,631	(*)
NBC	6,555,205	3,070,010	52,670,473	17,910,935
Total	$13,919,327	$6,529,303	$113,834,346	$33,900,910

NETWORK TELEVISION 1951 TOTALS TO DATE

	ABC	CBS	DuMONT	NBC
Jan.	$ 1,328,719	$ 2,601,165	$ 435,527	$ 4,187,222
Feb.	1,254,851	2,600,339	406,079	3,949,360
March	1,539,470	2,993,902	457,811	4,654,063
April	1,432,319	2,906,891	574,025	4,758,309
May	1,385,901	3,066,249	622,646	4,946,338
June	1,437,593	2,900,782	564,478	4,244,240
July	1,351,168	3,434,659	645,359	3,477,952
Aug.	1,444,593	3,734,551	763,071	3,359,856
Sept.	1,622,482	4,159,213	738,578	5,405,243
Oct.	1,897,427†	4,731,219†	768,684†	7,132,685†
Nov.	1,911,243	4,605,506	847,373	6,555,205
Total	$16,605,766	$37,734,476	$6,823,631	$52,670,473

* Figures for 1950 not available.
† Revised as of Dec. 26.

TV & CHILDREN

Schooling Not Affected, Xavier U. Reports

"WHETHER or not children learn in school is not affected one way or the other by whether or not they have a television set at home.

"Nor is their learning affected very much by the way parents control televiewing."

Those answers are "clearly indicated" by a study into the effects of television on children's school accomplishments conducted by Xavier U. of Cincinnati. Funds ($2,500) were donated for that purpose by Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, WLWA (FM) Cincinnati, WLWF (FM) Columbus, WLWB (FM) Dayton). Conclusions are quoted from a report of the study issued last week by Xavier U.

Walter F. Clarke, assistant professor of education, conducted this study last spring, using nearly 1,000 children in the sixth and seventh grades of 16 public and parochial schools in the Cincinnati area. Data used included the child's mental age, his achievement in school subjects and parental control of his viewing of TV programs. Children from TV homes were matched with their mental equals from homes without television.

Notes Related Factors

In reporting a lack of a significant difference between learning progress of children with TV and those without it, Dr. Clarke warned that "it would be a gross misinterpretation of the data to hold that in the case of a given child his habits of watching television could not affect his school achievement. The data gathered in this study reveal that poorer television habits and lower IQs, lower parental control and poorer school achievement tend to be found in the same child. Like most recreations, television can be used to excess which may result in damage to physical well-being and mental alertness."

The report includes a cautionary note—that the Xavier research dealt with television only as it is—recreational TV, without any implications as far as educational TV is concerned.

But if the study showed no detrimental effect of TV on school achievement, it did contain "startling" implications regarding some other effects of this recent addition to many American homes. For example: The children studied—mostly 12 and 13-year olds—were found to spend an average of 3.7 hours each school day in front of their TV sets, 30 hours a week, five more than they spent in school, if Saturdays and Sundays were counted.

An "appalling percentage" of parents apparently do not care how long or how late their children watch television or what programs they see, according to the report, which stated that 52% of the children said they could watch whatever programs they choose. More than half of the children (58%) reported watching *Home Theatre* from 11:05 to well after midnight at least once a week, with 13% stating they saw these late night shows at least five times a week, while another 11% said they watched other programs at the same hours and 6% of the youngsters reported viewing the boxing matches at 1 a.m. Sundays.

Evening dramatic programs designed for adult audiences are watched by a "surprising" number of children, the study found, with more than half of the sample viewing *TV Theatre* from 9 to 10 p.m. Wednesdays and 22% watching *Studio One* from 10 to 11 p.m. Mondays.

Most popular program was the Tuesday night *Milton Berle Show*, seen by 86% of the children. Then came three Westerns — *Six Gun Theatre*, 85%; *Six Gun Playhouse*, 83%; *Hopalong Cassidy*, 70%. *Captain Video* drew 78% of the pre-adolescents, *Arthur Godfrey's Talent Scouts*, 69%; *Stop The Music*, 62%, and *Twenty Questions*, 56%.

Cites Mystery Show Data

In the Mystery-crime category 62% of the children watched *Big Story*, 55% *Lights Out*, 49% *Big Town*, 48% *Plainclothes Man*, 48% *Man vs. Crime*, 47% *Martin Kane*, 45% *T-Men in Action*, 41% *The Web*, 40% *Hands of Mystery*, 36% *Suspense*, 29% *Famous Jury Trials*, 20% *Danger* and 17% *Mystery Playhouse*.

The pattern in mystery-crime show watching is "significant," the survey showed, with children apt to see all of these programs if they saw any at all. Those reported watching a mystery show at 11:15 Sunday night also said they had seen mysteries at 9:30, 10 and 10:30 that evening. It was also found that the lower the child's IQ, the more likely he was to watch many of these programs.

Wrestling on television also attracts these youngsters, with those who see one wrestling telecast apt to watch all that are on when they are not in bed. Wrestling, like crime shows, appeals most to the lower IQ group.

Children whose viewing was controlled were largely in the higher IQ group and their viewing followed a pattern for the once-a-week programs they were allowed to watch, the survey found: Monday — *Godfrey's Talent Scouts;* Tuesday—Milton Berle and *Cavalcade of Bands;* Wednesday—*Arthur Godfrey;* Thursday—*Stop The Music;* Friday—*Twenty Questions* or *We, The People, Cavalcade of Stars;* Saturday—*Big Top, Show of Shows;* Sunday—*Zoo Parade, Hopalong Cassidy.* Incidentally, children watching television less than five hours a day on weekends, four hours a day on school days, were considered to be controlled.

"The present study," Mr. Clarke concluded, "is not offered as a final answer to the problems of television and its educational relationships. It is hoped, rather, that it will prove to be but one of a number of studies that may clarify various points and lead to constructive action."

WFAA-TV

Expansion Program Is Announced

COMPLETION of a $150,000 expansion program by WFAA-TV has been announced by Ralph W. Nimmons, manager of *The Dallas Morning News* Channel 8 station in Dallas. He stated this has doubled the station's floor space, to its present 12,238 sq. ft., thereby making it the largest plant in the Southwest devoted exclusively to television.

A new studio, 23 by 35 ft., has been added to supplement the previous studio which was 25 by 35 ft. Folding doors connect the two studios and allow for production of shows in both, with cameras being taken from one location to the other with maximum use being obtained from each studio.

A new set storage and property room, measuring 25 by 35 ft., with a complete set construction shop, has been added, plus a garage of the same size, to house the station's $95,000 telecruiser.

An assembled office building has been added next to the cream-colored brick building on Hines Blvd. Overall dimensions are 32 by 72 ft., with one half being divided equally between the film department and the art department. Both these departments are complete in themselves with the former having its own screening rooms, complete film racks for circulation and office for the director of the film department, Howard Anderson.

The art department, with Ben January as its head, has a complete production layout with facilities to prepare stills and slides in quantity.

The station originally went on the air Sept. 17, 1949, and changed its call letters to WFAA-TV May 22, 1950, three months after *The News* assumed operational control. The station's production staff has tripled to its present 73.

* * *

RALPH W. NIMMONS (center), manager of WFAA-TV Dallas, points out new assembled office building housing complete film and art departments to Mrs. Jessie Southworth, public relations director of Sanger Bros. department store, Dallas, and Harry L. Koenigsberg, publicity director, WFAA and WFAA-TV.

PARAMOUNT CASE

FCC to Hear Jan. 15

PARAMOUNT case begins as scheduled Jan. 15 before FCC Hearing Examiner Leo Resnick, with Paramount Pictures' interest in Allen B. DuMont Labs first on the agenda [B•T, Nov. 26].

Following that portion of the testimony, hearing will be recessed until Feb. 4, according to an agreement reached last week among FCC and other parties' attorneys. Other parties are ABC, CBS and United Paramount Theatres.

Meanwhile, Paramount Pictures, UPT and the FCC's Broadcast Bureau filed oppositions to a Fanchon & Marco petition for reconsideration of the Commission's denial of its request to intervene in the case [B•T, Dec. 10, Oct. 8]. The St. Louis Hollywood theatre owner was denied intervention by FCC Motions Comr. George E. Sterling on the ground it had no legal standing. That view was upheld by the full Commission, with Comr. Robert F. Jones dissenting.

Request of Gordon Brown, WSAY Rochester, N. Y., to intervene in opposition to the merger of ABC and UPT [B•T, Nov. 12] was submitted by Motions Comr. Paul A. Walker for decision to the full Commission.

COE TO DuMONT

Heads Station Relations Dept.

APPOINTMENT of Robert L. Coe, veteran of 28 years in radio and television, as manager of the DuMont Television Network Station Relations Department, effective Jan. 2, was announced last Friday by Elmore B. Lyford, station relations director.

Mr. Coe

Mr. Coe, currently an independent management consultant, was instrumental in the building of KSD-TV St. Louis and WPIX (TV) New York, Mr. Lyford pointed out.

He said it was felt Mr. Coe would be extremely helpful in counseling applicants for television stations, and operators of new stations, when FCC's licensing freeze has been lifted.

A native of Missouri, Mr. Coe entered radio with KSD in 1922. Except for service as communications officer for the Air Force for China, Burma and India from 1941 to 1945 with rank of lieutenant colonel, he was with KSD until 1947. Returning to the station after the war, he was placed in charge of new development, including the building of KSD-TV. He was operating head of the TV station when he left KSD in 1947.

He then joined WPIX as vice president and general manager, serving there until 1950 when he became an independent management consultant. He is a member of the Radio Executives Club of New York, the Institute of Radio Engineers and the Radio Pioneers Club.

WCBS-TV FILMS

Leases Snader Group

WCBS-TV New York announced last week it had leased 16 feature films—10 of which have not been released to motion picture theatres and which will become available to the station immediately after their first-run showings on Broadway—from Snader Productions for exclusive TV use in the New York metropolitan area. Similar sale was made by Snader to WLWT (TV) Cincinnati [B•T, Dec. 24].

The films were produced by English producer Sir Alexander Korda between 1949 and 1951 and are the "newest ever to be shown on commercial television," the announcement said.

The six films which already have been shown in first-run New York theatres will be available to WCBS-TV after Jan. 1, the effective date of the contract with Snader Productions, according to WCBS-TV General Manager G. Richard Swift. In addition to the 16 Korda films—whose production costs were estimated at $11 million—the package includes one American picture, "Forever and a Day."

GRUEN BUDGET

90% Earmarked for TV

HENRY DORFF, director of advertising for Gruen Watch Co., Cincinnati, disclosed last week that 90% of Gruen's 1952 advertising budget has been earmarked for television. This is about a 20% increase over the 1951 budget, Mr. Dorff said.

"In radio," he added, "we plan nothing except to continue certain spot contracts in selected local markets that are a carry-over from the past. This will not amount to much as far as a budget percentage is concerned."

Hoag Transfers

ROBERT B. HOAG, general sales manager of CBS-owned KNXT (TV) Los Angeles since 1949, transfers to CBS Television Spot Sales as an account executive, effective Jan. 15.

GENERAL of Army Douglas MacArthur (l)—determined "Man of '51" by a poll of the governors of the 48 states conducted by CBS Television's *Man of the Week* program—receives a plaque from J. L. Van Volkenburg, president of the CBS Television division. The presentation was made at Gen. MacArthur's suite at the Waldorf-Astoria. Event was filmed and broadcast on *The Man of the Week* program Dec. 30.

FATE OF TV

McConnell Sees '52 As 'Breathing Spell'

TELEVISION, "the greatest thing ahead," cannot be properly assessed today or next year, Joseph H. McConnell, NBC president, said last week in a yearend statement. "Perhaps the year 1955 will bring us a breathing spell," he stated; "perhaps by then we will be able to evaluate the ultimate role of television in the national scene."

1955, as foreseen by Mr. McConnell, will find 28 million TV homes in this country, accommodating a viewing audience of 84 million people, more than half the total national population. By then, "we will think of television as an instrument of mass communications for all of America." Theatre TV, he noted, will add another 4.3 million persons to the video audience—with 4,300 TV-equipped theatres, each seating an average audience of 1,000—bringing the total to nearly 90 million daily televiewers.

Sees $8 Billion in '55

Total national expenditures for advertising—$1,775 million in 1951—will rise to $8 billion in 1955, Mr. McConnell anticipates, adding that with the present "leaping demand" for TV time, "it is probable that television in 1955 will achieve billings of $1 billion, or one out of every eight dollars spent by American advertisers in all media."

But, Mr. McConnell said, "despite the vast increases in revenue, the major networks will not record large profits. Income will be plowed into growth. It is possible, even probable, that networks will continue to show losses in this period of feverish expansion."

To make his prophecy come true, more TV stations will be needed, the NBC president stated, citing the opening of the UHF band as the answer. "This," he said, "will give us 70 new television channels; it will permit up to 2,000 new stations to operate; it will free the VHF band from current restrictions. And it will offer an opportunity for nearly every community in America to enjoy television."

Wtih only 12 VHF channels available and only 63 major market areas now served with TV, "we have got to open up the UHF band," Mr. McConnell declared. Reporting that the FCC is "fully aware of this need" and "action [is] already underway to unfreeze UHF," he expressed confidence that "1955 will see TV stations dotting many regions now remote from any signal . . . By 1955, Milton Berle may very well reach Broken Bow, Okla."

If the ban on color TV, presently imposed because of defense requirements, is lifted next year and if the FCC agrees to reopen the question, he said, "1955 might see a compatible color system getting underway with the solid support of the radio and television industry. . . . Indeed, if compatible color television becomes a reality, my forecasts for '55 might fall short. Color television is the best product showcase within the dreams of any advertiser. It is bound to stimulate the industry's advertising revenues, just as it is certain to attract more and more viewers."

Two Name Agency

SOUTHWESTERN Fishing Rod Co. and Athletic Shoe Co., both Chicago, name Burlingame-Grossman, same city, to handle their advertising. Sid Brichta is account executive on both. Southwestern is considering television as media plans are being worked out. Athletic Shoe may use TV spot in test markets for its new line of Shearling bedroom slippers.

BOYD, NBC TALKS

'Hopalong' Asks $8 Million

NEGOTIATIONS were in progress in Hollywood last week for NBC to acquire William Boyd Enterprises on a capital gains basis, with the asking price reported in the vicinity of $8 million.

In addition to obtaining the lifetime services of Mr. Boyd as "Hopalong Cassidy" for radio and television, the transaction would include the various merchandising activities and other commercial activities which have sprouted from Mr. Boyd's success in portraying the character.

Included would be the newspaper comic strip and comic book rights, outright purchase of 66 "Hopalong Cassidy" movie films and possible TV film series starring the movie-TV star. NBC already holds distribution rights for films and also first refusal rights on properties.

The decision to sell on a capital gains basis, according to Robert Stabler, Mr. Boyd's manager, is based on the heavy taxes and expense burden involved. Despite William Boyd Enterprises' gross over-all earnings, it has yet to recoup all of the $400,000 spent in obtaining TV rights to old "Hopalong" movies now being shown on TV, according to Mr. Stabler. He said Mr. Boyd's gross 1951 income was $2,032,000 but that the net after taxes is only $140,000.

Cites Low Net

Although "Hopalong" commercial tie-ups grossed $25 million this year, net for Mr. Boyd is $1,200,000, Mr. Stabler revealed. He explained Mr. Boyd received $650,000 from the lease of his films to TV; $120,000 from comic strip rights; $55,000 from radio and about $7,000 from Capitol Records. The $650,000 from old movies to TV is the gross figure with the net about $350,000, Mr. Stabler said. After various expenses, Mr. Boyd's share comes to about $728,000 of ordinary income, but taxes cut that down to an estimated $140,000, he pointed out.

Negotiations were begun several weeks ago in New York. They are still in preliminary stages and several weeks are expected before any conclusions are reached, it was said. Jack Crom, head of NBC-TV film syndication department, heads the network's delegation to Hollywood.

C-P-P Signs NBC-TV

COLGATE - PALMOLIVE - PEET Co., Jersey City, will sponsor three half-hours of a five times a week half-hour series called *The Big Payoff* effective Tuesday, 3-3:30 p.m. on NBC-TV. The quiz show, created and produced by Walt Framer, will star Randy Merriman as host and Bess Myerson, "Miss America of 1945," as hostess. William Esty & Co., New York, is agency.

POLITICAL CODE

Demos, GOP to Study Industry Comments

CODE of standards designed to guide radio-TV networks in covering the 1952 political conventions is "generally acceptable" to industry, but certain comments were placed before the two major parties, it was learned last week.

All major networks have been sounded out on possible changes in the standards of practice originally drafted by industry representatives. The code and industry comments were forwarded to the Democratic and Republican National Committees. They will be placed before their respective executive committees in the next fortnight.

Network representatives had no "objections" to the standards as revised by both party groups, according to Ken Fry, radio-TV chief of the Democratic National Committee.

Industry members weighed suggested code revisions in a New York meeting early in December. Thomas Velotta, ABC vice president in charge of news and special events, is coordinating coverage plans.

Spelled out in the code are such factors as type of sponsor, extent of coverage, exclusivity of rights, cost of facilities [B•T, Nov. 26]. It supposedly is patterned after proposed standards recommended for coverage of Congressional hearings.

Approximately 55 million people are expected to witness convention proceedings next summer on television, according to best estimates, with the usual projection of three viewers per set.

The GOP conclave gets under way July 7 and the Democratic convention July 21. Both will be held at the International Amphitheatre in Chicago, with extensive arrangements for radio-TV coverage. Over 2,000 radio and virtually all TV outlets will participate.

Mull Cost Question

Cost question involving use of technical equipment and expense of installation may prove to be thorny if the national committees hold out for the proposition that the networks should bear the total cost. Usual practice has been for industry to pay a considerable part of technical equipment cost. Installation expenses for radio-TV are estimated at roughly $500,000.

Both the Democratic and GOP party groups are straining to clear the code hurdle as soon as possible, paving the way for study of other problems. The Democratic National Committee also will act in January on choice of an advertising agency for '52 media activities. The GOP has deferred this aspect until convention time. Extent of budgets won't be known until agencies are selected [CLOSED CIRCUIT, Dec. 10].

State primaries will be another indicator for sizing up the radio-TV plans of individual Senatorial and Congressional candidates. Shortly, President Truman's decision on his own political aspirations will set the pace.

Republican politicos at national headquarters already have offered their complete facilities to candidates for the Presidency—Sen. Robert Taft (R-Ohio), Gov. Earl Warren of California, and Harold Stassen as well as campaign groundclearers for Gen. Dwight Eisenhower.

Mr. Stassen, president of the U. of Pennsylvania, may be expected to make abundant use of radio-TV, having announced his GOP candidacy last Thursday. Gen. Eisenhower's backers, who have set up shop, will pick up momentum once the general declares himself.

The Republican National Committee is preparing a booklet for GOP candidates seeking re-election. Its Congressional Campaign Committee also will be active. Speculation as to radio-TV commitments is regarded as premature at this time, however.

SET RECEPTION

ARRL Backs Design Drive

POWERFUL American Radio Relay League has thrown its weight into the campaign to "sell" TV set manufacturers into improving the design of TV sets so reception will not be ruined by "ham" transmitter operations.

In a letter to the presidents of all TV receiver manufacturing companies, A. L. Budlong, general manager of the ARRL, called on them to provide "in normal design processes, adequate protection in current and future models against transmissions not in the television channels themselves." Pointing to what he called receiver defects — "susceptibility to overload and lack of adequate selectivity"—Mr. Budlong emphasized that these "mistakes" should not be repeated in UHF.

Mr. Budlong indicated that the RTMA Committee on Television Receivers was studying the problem. He also pointed to an article in the current issue of *QST*, journal of the ARRL, in which George S. Turner, chief of the FCC Field Engineering & Monitoring Division, reported substantial progress in setting up community committees and getting manufacturers to provide filters when their sets are found to be at fault [B•T, Nov. 19].

'Mrs. 100,000'

DRIVE held by WBTV (TV) Charlotte, N. C., to up set sales and mark the growth of television selected a "Mrs. 100,000"—that is, the buyer of the 100,000th TV set in the Carolinas. Winner, Mrs. Clarence C. Brown, of Chester, S. C., won a Hallicrafter short-wave radio receiver and a $100 Defense Bond. She, and the Hallicrafter dealer, appeared on WBTV Dec. 13 in a special program climaxing the month-long campaign, in which distributors and retailers participated.

NFL ANSWERS

Government Charges

PROFESSIONAL football has stated its case in the suit filed against it by the government [B•T, Oct. 15].

Suit was entered by the government in an attempt to restrain the National Football League from limiting radio and television broadcasts.

Gist of the NFL 35-page argument, filed Dec. 22, in U. S. District Court, is: Professional football is not a trade or commerce within the meaning of the Sherman Anti-Trust Act, and therefore is not subject to its restraint. Also asserted is the lack of any law violation in the league's policy of limiting or restricting radio and TV broadcasts to outside a certain radius of the city in which the home game is played.

While acknowledging that it follows a practice of limited broadcasting, the football league said it is not an unreasonable restraint and is imposed only on 12 days a year to protect the good will and franchise of each football club.

However, the brief continued, in order to maintain good will and advance the franchises' value, the league permits radio broadcasts and telecasts of games in cities other than those in which games are being played.

Suit is to be argued Jan. 8 before Judge Allen Grim.

Other points of the brief: Public is not deprived of anything since the game can be seen later in motion pictures which are telecast or can hear broadcast recordings; league has property right in radio and TV and can select whomever it wants, whenever it wants, to make radio broadcasts and telecasts.

Crosley Cuts Prices

REDUCTIONS ranging from $20 to $60 on designated 16, 17 and 20-inch receivers were announced by the Crosley Division of Avco Manufacturing Corp. last week. Actually, officials said, the reductions, based on prices prevailing on Sept. 12, amount to $140-190 compared to prices established when these sets originally were introduced.

LONG LINES

'52 Outlook Uncertain

REVIEW of growth during 1951 and an outlook for 1952 which hinges on materials availability was contained in a statement by H. I. Romnes, director of operations, AT&T's Long Lines Div.

"During 1951 Long Lines added 6,500 miles of TV channels bringing the total to over 24,000," Mr. Romnes revealed. "Four cities were added to the network during the period making available live network programs to 14 stations not served in 1950. Investment in facilities used for TV rose to $85 million," he added.

The rapid development of intercity video networks since World War II, Mr. Romnes said, is best illustrated by the fact that on Jan. 1, 1947, the Long Lines network consisted of two channels interconnecting stations at New York and Washington—a total of 476 miles. Now, Mr. Romnes added, 24,000 channel miles provide service to 86 stations in 46 cities.

Theatre TV demands also have been on the rise, he noted. "Since the first commercial theatre television service was furnished by the Bell System on June 15, 1948, 33 theatres in 17 cities have received service on a total of over 500 occasions."

Because of priorities for defense construction and of possible material shortages, Mr. Romnes said next year's program was difficult to establish.

"Nevertheless," he added, "Long Lines is moving along with its plans and hopes during the year to add Miami, New Orleans, Dallas, Ft. Worth, San Antonio, Oklahoma City and Tulsa to its network.

"Other plans," Mr. Romnes disclosed, "include the connection at Buffalo with a proposed Canadian link to Toronto and Montreal and the provision of additional channels over existing routes."

SCHECHTER POST

Confirmed by Weaver

APPOINTMENT of A. A. (Abe) Schechter as an NBC general executive for the television network [B•T, Dec. 24] was confirmed last Wednesday by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television. Leaving a vice presidency of Crowell-Collier Pub. Co. to take the post, effective Jan. 1, Mr. Schechter will supervise various major NBC-TV projects, Mr. Weaver said.

His first assignment will be to take complete charge of the new two-hour early-morning communications show, *Today*. Mr. Schechter established and for several years was director of the NBC News and Special Events Dept., and, after World War II, was vice president of Mutual in charge of news, special events, publicity and TV coordination from 1945 to 1950, when he joined Crowell-Collier.

CANADIAN TV

Govt. Upholds CBC Plan

CANADA's Parliamentary Radio Committee has thrown out a plea of the Canadian Assn. of Broadcasters for a separate regulatory body and an opportunity for private stations to get into television immediately.

Committee's recommendations to Parliament noted there have been several investigations of radio broadcasting in Canada in late years and all of them found principles underlying the Canadian radio broadcasting system sound. It proposed Canadian Broadcasting Corp. continue to be the regulatory body and that the Dept. of Transport still handle technical problems. However, closer liaison between CBC and private stations was urged. Committee also asked that CBC proceed as soon as possible with the extension of TV coverage for Canada.

During the debate on appropriations for the Canadian Broadcasting Corp. fortnight ago, in the Canadian Parliament at Ottawa, Socialist Leader M. J. Coldwell, commended the government on its TV policy. He said that "to let private interests develop television would be a punishment on the Canadian people for the neglect of this Parliament. I don't want to see our people get the kind of punishment the Americans are getting from commercial television. I am convinced our people would rather wait a while than have the kind of television inflicted on them that they have in the United States."

Donald M. Fleming, Conservative Party, upheld the right of private enterprise to get into TV. He stated that Canada was without its own TV because the government was against licensing private TV outlets. He did not see how the government could justify its denial of outlets to people who were perfectly willing to risk and perhaps lose money on TV stations. As a result Canadians would not have a great deal of TV for several years, he said.

Meanwhile, an amendment to Bill 17, which is pending before the Canadian Parliament, has been offered. It would widen the appeal of Canadian independent broadcasting stations to the courts. Sen. Arthur W. Roebuck (L-Toronto) supported the amendment to widen the grounds on which a privately-owned station may appeal a CBC decision to suspend its license. It would allow stations to appeal to the courts on questions of fact as well as of law as had been originally proposed in the bill.

KTTV Buys Films

KTTV (TV) Los Angeles has purchased rights to six Hunt Stromberg feature films for $50,000. Over a two-year period, beginning June 1, 1952, the station can show each film seven times.

TELEVISION aid in New York's fund campaigning for United Cerebral Palsy has proven such a success, other cities are reported planning to use TV formula in coming year. Discussing program factors in New York drive are (l to r) Jinx Falkenburg and Tex McCrary, two of many TV, radio and entertainment stars who appeared, and Robert M. Weitman, vice president of United Paramount Theatres and chairman of UCP Talent Committee.

LIGHT BEAM RELAYS

Dr. DuMont Sees Future

PROGRESS in development of TV signal transmission by invisible light rays is claimed by Dr. Allen B. DuMont, head of the Allen B. DuMont Labs. He has predicted the method, first announced last January, will be ready for network relay use within two years and for community service in five years.

Dr. DuMont holds a patent on the process and has been working on it several years. The Navy used light for voice transmission in Boston harbor early in World War II, he said. Tests of the technique were shown to the public in the '30s.

Because solid objects between transmitter and receiver would block out signals, community service would be restricted to areas with uninterrupted line-of-sight from a central antenna to home. That limitation, Dr. DuMont feels, is more than offset by low cost of transmitting and receiving equipment.

Good reception via light beams has been obtained a quarter-mile from the transmitter, he said, with extension to five miles adequate to cover most small and many medium-size communities.

Nats' TV in '52

AMERICAN League's Washington Senators, which restricted the telecasting of games to 21, less than one third of its total home baseball games in the 1951 season, have announced the same policy for the coming baseball season. The Senators finished in seventh place at the end of the 1951 season. Christian Heurich Brewery, which sponsored the games last season on WTTG (TV) Washington, and also several night games to Baltimore televiewers, has taken up its option on television and radio rights. All 77 home games will be on radio (WWDC Washington last season). There were no provisions for telecasts to Baltimore.

ARMY SERIES SET

51 Outlets to Air Films

SERIES of 13 half-hour films, *The Big Picture*, depicting the progress of the Korean war from its outbreak on June 25, 1950, up to Aug. 20, 1951, will start running on 51 TV stations as a weekly series sometime during January. Program, produced jointly by the Radio-TV Branch, Public Information Div., Department of the Army, and the Signal Corps Photographic Center, utilizes films made by cameramen of all branches of the armed forces. It is on 16mm film and is distributed by Col. E. M. Kirby's Radio-TV Branch of the Department of the Army in Washington.

Series is available for local sponsorship, with the Federation Bank & Trust Co., which is sponsoring the program on WCBS-TV New York each Sunday, 2-2:30 p.m., starting yesterday (Dec. 30), announced as the first advertiser to sign for this program. Capt. Carl Zimmermann, formely in radio in Milwaukee, is writer and announcer of the series.

Uses Newsreel Style

The Big Picture, comprising *War and Its Masses*, *War and Its Men*, *War and Its Machines*, according to the third episode previewed in New York last Thursday, traces the events of the Korean war in newsreel style, each episode covering roughly a month of action. Lt. Al Gannaway, representing Col. Kirby, who was ill and unable to attend the advance showing, said that it is hoped that the series may be extended beyond the 13-week cycle. Ten of the 13 episodes have been completed, he said; the other three are now being edited and prepared for telecast at the Signal Corps Photographic Center at Astoria, Long Island, New York.

DON LEE TV

Marks 20 Years Dec. 23

DON LEE Television Dec. 23 celebrated its 20th anniversary. In observance of the event the network's present Los Angeles station, KHJ-TV, carried a special documentary program outlining highlights of its activities over the 20 year period.

Harry Lubcke, formerly chief engineer for the network and now an independent television consultant, was guest moderator on the program.

The western network began its television career Dec. 23, 1931, with experimental station W6XAO. In May 1948, the station became officially known as KTSL. Two years later Don Lee was temporarily out of television when CBS purchased the outlet renaming it KNXT. In June 1951, it was back with the purchase of KFI-TV Los Angeles, whose call letters were changed to KHJ-TV.

SEATTLE LAW

Limits TV Dealer Promotion

A SEATTLE city ordinance enacted in 1924 is being interpreted to restrict the promotion of television sets, and Seattle dealers do not like it.

Through their organization, the Seattle Appliance and Music Dealers Assn., they have asked the city council to amend the measure, which requires a $7-a-day fee for "hawkers."

In at least one instance, the measure, which calls for licensing of merchants who use sound to attract prospective purchasers, has been invoked against a TV set dealer who had a receiver operating on his premises.

The dealers' association has met with the city council's license committee, in an effort to have the law modified. The committe is currently studying the matter.

Broadly written, the measure covers virtually all types of noises which might have the effect of causing crowds to collect in public places. Sole exception written into the ordinance is the street selling of newspapers. That it was not intended to cover television, however, would seem indicated by the date of its enactment, when television was not available to the purchasing public, according to one source.

'BANK' TO CBS TELEVISION

Switches from NBC Spot

BRISTOL-MYERS Co. decided last week to move its *Break the Bank* television program from NBC-TV to CBS Television, where spokesmen said it will start on the full 62-station network on Jan. 13, in the Sunday 9:30-10 p.m. spot vacated by the shortening of the *Fred Waring Show* to 30 minutes.

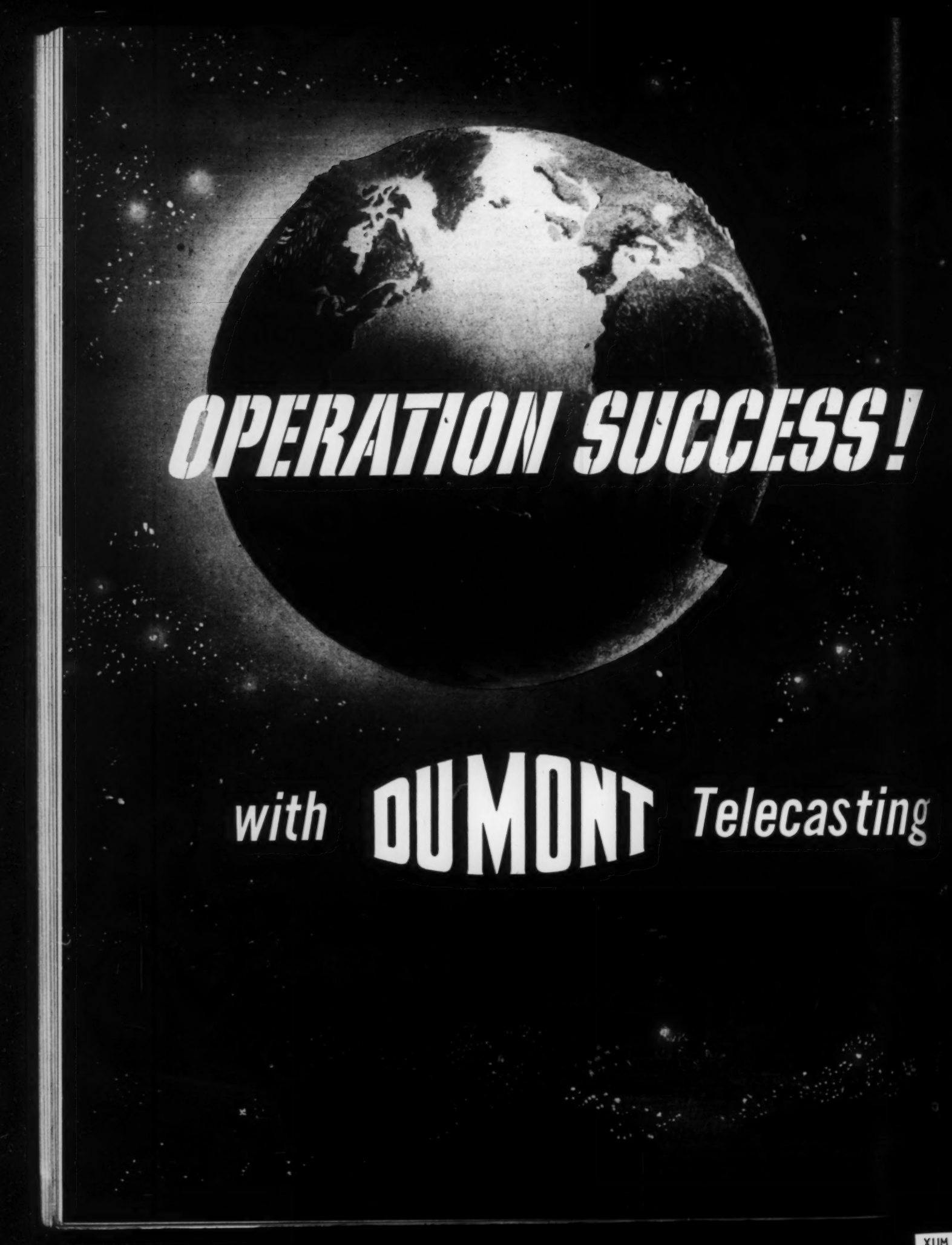
The decision will mean approximately $600,000 in annual billings to CBS-TV, it was estimated.

The radio version of *Break the Bank* is carried on ABC and has been a regular feature since 1946. Simulcasting started in October 1948 and a year later an independent TV version was launched on NBC-TV. Agency for the account is Doherty, Clifford & Shenfield, New York.

The quiz show is one of several programs being added to the CBS-TV schedule on Jan. 13. Others include the return of *Mr. Imagination*, *Quiz Kids* and *Columbia Television Workshop*.

WTVJ Expansion

IN LINE with expansion plans, WTVJ (TV) Miami has announced that it is constructing a three-story building near its present facilities. The new addition will make more office space available in WTVJ's present building, Mitchell Wolfson, WTVJ president, explained. Construction plans aim for completion of the new building by February.

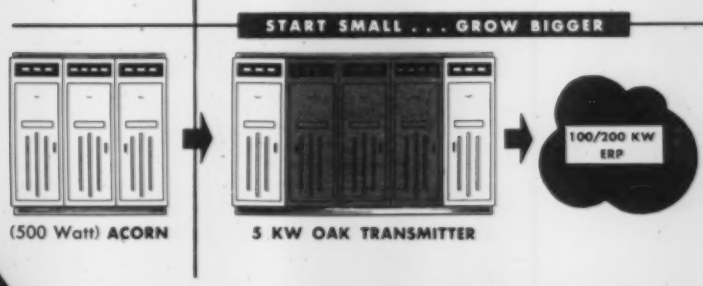

OPERATION SUCCESS!
with DUMONT Telecasting

The rich heritage of over 12 years experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or 100% Du Mont-equipped operations.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!



TELEVISION TRANSMITTER DIVISION,
ALLEN B. DU MONT LABORATORIES, INC.
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Station
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FT. WORTH
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920,500
NOW there are
145,412
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

TV Production Aided By New Devices

(Report 196)

THE RCA Engineering Products Dept. has developed a video special effects amplifier which, RCA said, "can electrically accomplish fades, dissolves, superpositions, wipes, insertions and other dramatic picture combinations at microsound speed." Apparatus is a single rack-mounted unit which accepts the two picture signals to be mixed, together with a masking signal, delivering the desired composite signal. The masking signal, which controls the relationship between the two video signals, may be delivered by virtually any type of TV camera or by a synthetic signal generator. When the masking source scans black, one signal is transmitted; when it scans white, the other is transmitted. "Effects and mask shapes are limited only by the imagination of the producer or program director," RCA said, predicting that the new amplifier will soon displace TV's present optical and mechanical effects devices.

* * *

'Regiscope' Helps TV, Film Effects

AN ELECTRICAL, remote control system that brings flexible, lifelike action to miniature characters, has been perfected and patented under trade name of "Regiscope" by Edward Nassour, independent Hollywood motion picture and television producer.

Representing more than 10 years of laboratory experimentation and an expenditure of approximately $75,000, it will go into manufacture within the next 60 days, according to Mr. Nassour. He and his brother William will retain control of the manufacture and usage of the Regiscope, producing films for themselves and for other TV and motion picture companies.

He pointed out that cost of Regiscope-controlled caricature filming will be approximately one-third that of current pen-and-ink animation and will revolutionize use of animation in live-action scenes.

Recent demonstration showed that flexibility of facial expressions and body movements, controlled at high speed or slow movement, surpasses any previous methods of animation in many respects. First professional use of the Regiscope system will be in certain sequences of the feature film *Ring Around Saturn*, which Mr. Nassour will produce.

The Nassour Bros. also have started a new, as yet untitled television series that will utilize characters controlled by the Regiscope system. New studios equiped at more than $200,000 have been established at 5833 Sunset Blvd. where the "Regiscope" sequences and featurettes will be produced.

* * *

'Out-of-Home' Viewing Reported for N. Y.

"OUT of home" listening and viewing in New York area added 16.2% to the regularly measured "at home" audience in radio and 10.2% for television, Pulse Inc. reported last week.

The plus provided by out-of-home radio listening was greater during the daytime than at night. From 6 a.m. to 6 p.m. away-from-home listening boosted the radio audience by 16.7% as compared with 14.7% at night.

The opposite holds true for television. Nighttime viewing in public places or in the homes of friends and relatives was more than triple the daytime level. At night, this out-of-home viewing added 11.3% to the video audience; during the daytime, 7.0%.

* * *

'Howdy' and 'Foodini' Termed Objectionable

SHOWS, *Howdy Doody* and *Foodini the Great*, were tabbed as "objectionable" for children by the

(Continued on page 60)

Weekly Television Summary—December 31, 1951—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	12,100
Ames	WOI-TV	73,441
Atlanta	WAGA-TV, WSB-TV WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	350,304
Binghamton	WNBF-TV	47,200
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	832,670
Buffalo	WBEN-TV	241,005
Charlotte	WBTV	106,158
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738
Cincinnati	WCPO-TV, WKRC-TV, WLWT	322,000
Cleveland	WEWS, WNBK, WXEL	547,790
Columbus	WBNS-TV, WLWC, WTVN	200,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	145,412
Davenport	WOC-TV	80,484
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	80,379
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	145,412
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	89,138
Houston	KPRC-TV	107,500
Huntington-Charleston	WSAZ-TV	63,167
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	46,000
Johnstown	WJAC-TV	126,500
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	170,457
Lancaster	WGAL-TV	123,055
Lansing	WJIM-TV	70,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	116,662
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	108,780
Miami	WTVJ	93,800
Milwaukee	WTMJ-TV	294,446
Minn.-St. Paul	KSTP-TV, WTCN-TV	280,200
Nashville	WSM-TV	48,269
New Haven	WNHC-TV	212,000
New Orleans	WDSU-TV	72,643
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	91,191
Norfolk	WTAR-TV	108,378
Oklahoma City	WKY-TV	110,756
Omaha	KMTV, WOW-TV	970,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	47,100
Phoenix	KPHO-TV	342,300
Pittsburgh	WDTV	180,000
Providence	WJAR-TV	95,071
Richmond	WTVR	98,120
Rochester	WHAM-TV	80,484
Rock Island	WHBF-TV	
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	64,600
San Antonio	KEYL, WOAI-TV	62,847
San Diego	KFMB-TV	119,580
San Francisco	KGO-TV, KPIX, KRON-TV	298,800
Schenectady-Albany-Troy	WRGB	187,200
Seattle	KING-TV	116,580
St. Louis	KSD-TV	348,800
Syracuse	WHEN, WSYR-TV	152,793
Toledo	WSPD-TV	127,800
Tulsa	KOTV	89,263
Utica-Rome	WKTV	66,800
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	312,100
Wilmington	WDEL-TV	87,376

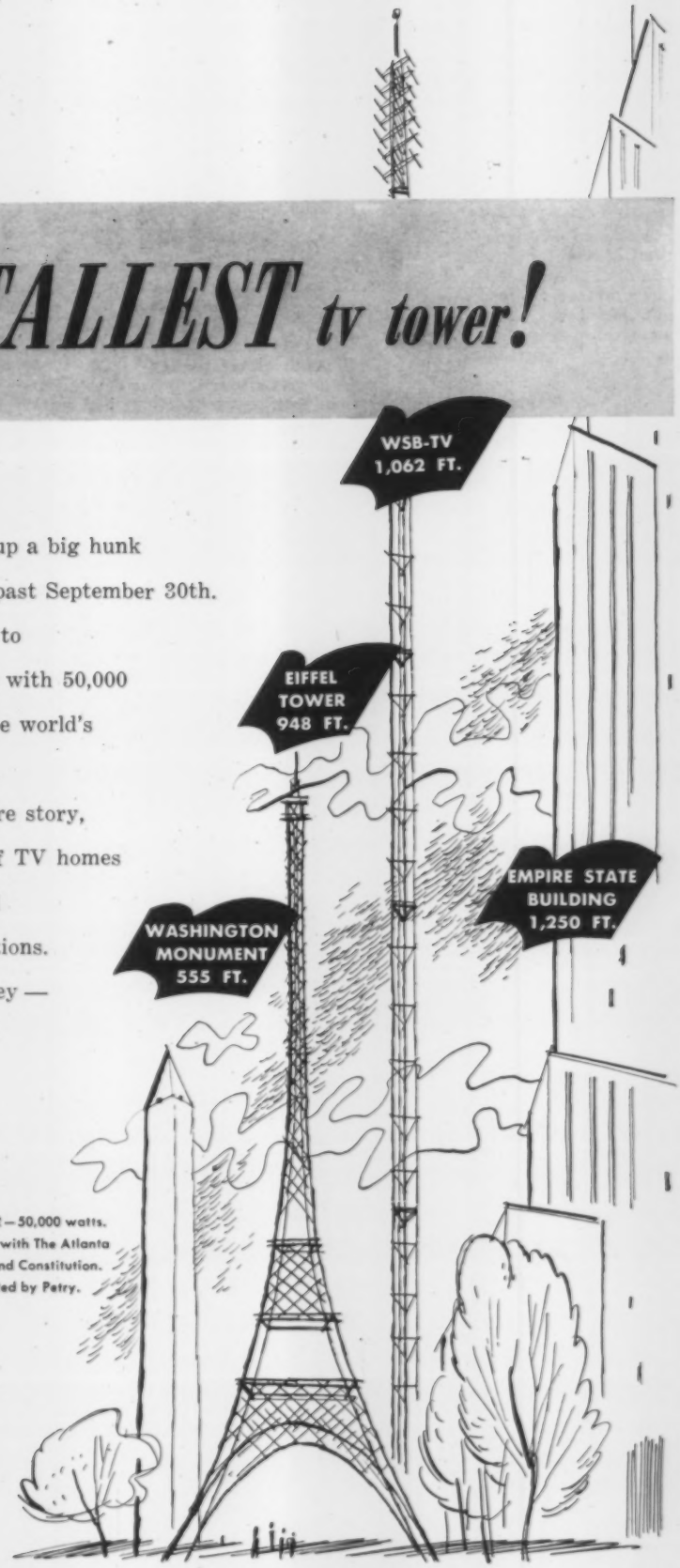
Total Markets on Air 64* **Stations on Air 109*** **Estimated Sets in Use 14,964,880**

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

XUM

the world's TALLEST *tv tower!*



Advertisers on WSB-TV picked up a big hunk of *additional* market as of this past September 30th. That is when WSB-TV switched to Channel 2 and began telecasting with 50,000 watts of radiated power from the world's tallest television tower.

WSB-TV now carries your picture story, clear and strong, to thousands of TV homes never reached before — and still unreached by other Atlanta stations.

If you want more for your money — get on WSB-TV.

wsb-tv

Channel 2 — 50,000 watts.
Affiliated with The Atlanta Journal and Constitution.
Represented by Petry.

TAKES SSB POST

V. H. Rothschild Named

APPOINTMENT of V. Henry Rothschild, New York attorney, as vice chairman of the Salary Stabilization Board in a move to speed up processing of cases has been announced by Roger L. Putnam, Economic Stabilization Administrator.

Mr. Rothschild, SSB general counsel and board member, will spell Justin Miller, salary board chief, with authority to direct operating activities of the Office of Salary Stabilization. Judge Miller, NARTB general counsel and board chairman, has been loaded with administrative responsibilities while serving on a parttime basis, Mr. Putnam noted.

At the same time Mr. Putnam announced a series of movies designed to help SSB clean up a mounting backlog of cases, including a decision touching on over-scale performers in radio, TV and other entertainment fields. SSB is "snowed under" with a backlog of more than 3,000 cases, he added.

Mr. Putnam's program includes steps to (1) clean out old cases promptly by mobilizing a task force from ESA; (2) revamp SSB's internal structure, and (3) organize a nationwide information service for employers, utilizing 70 field offices of the Wage-Hour Division of the Dept. of Labor.

Mr. Rothschild, who assumes his new post Jan. 2, will relinquish the general counsel's position. As vice chairman, he will work for closer coordination between the board and the Office of Salary Stabilization, its administrative arm. Board members have been serving in an advisory capacity.

It was Mr. Rothschild who charted the board's course on the salary question in the entertainment industry—urging that overscale talent adhere in each industry to self-administrating regulations drawn up by the government, rather than to a voluntary code promulgated by industry [B•T, Dec. 10].

The board has not yet formulated regulations for entertainment, but it was expected that a decision would be forthcoming more quickly as a result of the realignment action. Sports also will draw a ruling from SSB.

A report has been submitted by a special SSB panel, which reportedly advocated voluntary code procedure following talent hearings on over-scale performers. The course charted by Mr. Rothschild before the National Assn. of Manufacturers has the effect of overriding the panel's recommendation on this aspect [CLOSED CIRCUIT, Dec. 17].

HARRY J. HARMS, active in selling to distributors since 1947, named district sales manager for Nassau and Suffolk Counties by New York factory distributorship, receiver sales division, Allen B. DuMont labs.

Local names are big names on KSL-TV
KSL-TV
KSL-TV local shows get results! The Saturday night production "Amateur Sweepstakes" pulled nearly 2,000 letters a week. "Telemart," an afternoon telecast, did the entire introductory advertising job for a new margarine product. The public's buying reaction to these two shows, and others, point to one big conclusion: Local names are Big Names on KSL-TV! And KSL-TV boasts over forty hours of local production a week! There's a showcase designed especially for you on . . . KSL-TV
SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

SET DEMAND

Increased Output Needed

INDUSTRY output of TV sets will have to be increased "substantially" by the end of 1952 if there are going to be enough sets to satisfy demands of persons in newly-opened video areas.

This is the opinion of John S. Meck, president of Scott Radio Labs, Chicago, who predicted last week that 12,600,000 sets will be needed to fill the "immediate demand" for receivers within six months after new stations take the air in what now are non-TV areas.

Basing his conclusions on a survey conducted by Scott among 143 families in Fort Wayne, Ind., Tampa, Tucson, Denver and Portland, Ore.—all non-TV areas—Mr. Meck said the 16,800,000 families now living in non-TV areas will buy sets faster than did residents of TV markets. "It took about 4½ years to put just over 13 million sets into homes of about half the 27,412,700 families now estimated to be within reach of television. If families in the new television markets go for it as they indicate they will, nearly three-quarters of them will be storming the dealers' stores within six months after broadcasting starts."

Mr. Meck said of the families answering the survey questions, 2% already have TV, even though they are beyond a 100-mile limit. Of the rest, 59% said they would buy a set as soon as telecasting begins locally, with another 32% saying they are undecided. Only 7% said they do not plan to buy.

Mr. Meck said TV set production for 1952 is estimated as 4½ million, which compares with 12,600,000 sets he says will be needed after new stations go on the air.

ABC-TV Signs Henrich

TOMMY HENRICH, who earned nicknames of "Old Reliable" and "Mr. Clutch" during his 13 years in big league baseball, has been signed to long-term contract as TV sportscaster by WJZ-TV New York, key video station of ABC Television Network. Starting his new career Dec. 18 on the *Russ Hodges Sports Show* (11:10-11:20 p.m. EST, Monday, Tuesday, Thursday, and Friday) he will take over during Mr. Hodges' out of town trips. Program is slated to be telecast five nights weekly after first of year and plans call for the two sportsmen to have an early evening sports show as well.

RCA Names Smith

DOUGLAS Y. SMITH, with RCA nearly a quarter-century, was named last week as manager of sales operations for the RCA Victor tube department, according to L. S. Thees, general sales manager of the department. Earl M. Wood succeeds Mr. Smith as manager of the Lancaster plant. W. L. Rothenberger, Mr. Smith's predecessor, was named manager of the RCA-Victor eastern division.

TV IN EUROPE

Great Progress Reported

TELEVISION has made "tremendous strides throughout Europe within the past months," according to Herbert Rosen, president of Broadcasting Program Service, New York, who has just returned from a three-month business trip there.

"Besides France, England and one station in Germany, who already have a daily service, all other countries in the Western part of Europe from Scandinavia down to Italy have prepared the groundwork for extensive television service which will commence in full operation between April and August of 1952," said Mr. Rosen.

Mr. Rosen also said that most of the shows are live and that he arranged for the production of different television features in countries he visited to capitalize on each country's best contribution. These contributions he mentioned as operas from Germany and Italy, musicals and operettas from Vienna, variety acts and night life from Paris, etc. Mr. Rosen added that in order to maintain production at American standards he has established his own production companies in Europe.

PASADENA SHOW

On Nationwide TV

FIRST nationwide telecast of the Tournament of Roses parade and Rose Bowl football game at Pasadena, Calif., Jan. 1 will feature six Congressional Medal of Honor heroes selected by the U. S. Treasury to promote the sale of savings bonds. The medal winners are serving as grand marshals of the parade.

Sponsoring the parade is Woolworth Co., with Gillette Safety Razor Co. taking the Illinois-Stanford game. Escorting the medal winners for the Treasury is T. Harry Gatton, bond promotion specialist of the Savings Bond Radio Section.

KFMB-TV San Diego has joined Television Broadcasters of Southern California.

SRT • SRT • SRT • SRT • SRT
RADIO and TV STATIONS
Profits Depend on
Efficient Personnel
Our Graduates are
Checked for . . .
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by . . .
Network Professionals
Trained to . . .
Do more than one job well
Understand your operational problems
Trained with . . .
Complete TV and Radio Commercial Equipment
Trained under . . .
Actual Broadcast Conditions
For Prompt Free Service Call, Write, or Wire
DEPT. H
Personnel Division
SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212
SRT • SRT • SRT • SRT • SRT

Only One Source gives you Double Duty TV!

Highest Quality Studio Programming Resources—plus

Portable Packaging for Maximum Studio-Field Flexibility!

When you invest in GPL TV *studio* equipment, you're buying *field* equipment as well. Every GPL unit provides unparalleled flexibility, light weight, easy handling, precise control. Let GPL engineer *your* station, from camera to antenna. Have *The Industry's Leading Line*—in *quality*, in *design*.

Camera Unit

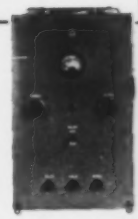
Precision-built, lightweight, fast-handling. Push-button turret, remote iris control, remote focus and range selection. Easiest to service.

Camera Control Unit

Touch-identified controls. 8½" monitor tube. Split or single headphone intercom system. CRO views horizontal, vertical, and vertical sync block. Iris control.

Camera Power Unit

Rugged, dependable, compact. Matched to other units in GPL chain. Standard relay panels swing out for maintenance.



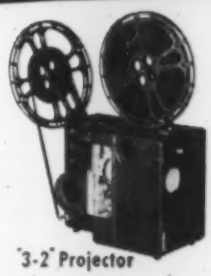
Synchronizing Generator

Affords maximum circuit reliability without operator adjustment. Binary counters and delay lines, stable master oscillator. Built-in power supply.

Complete TV Station Installations from Camera to Antenna

Video Switcher

Full studio flexibility anywhere. Control can view, preview, fade, dissolve, etc. Views any of 5 inputs, 2 remotes, outgoing line. Twin fade levers.



"3-2" Projector

Portable sync unit. No need for special phasing facilities. Projects rear-screen or "direct in." Ideal for remote origination of film. Relieves load on Telecine.

Professional TV Projector

Highest quality 16-mm projector designed specifically for TV. Delivers 100 foot-candles to tube. Sharp, steady pictures from 4000-foot film magazine.

Remote Control Box

Provides revolutionary remote control of camera focus, lens change, pan, tilt. Styled to match other components in the GPL TV line.

WRITE WIRE OR PHONE FOR DETAILS

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Telestatus

(Continued from page 56)

National Television Review Board in Chicago for the month of December. *Howdy Doody* was described as "loud, confused, senseless, with the clown's role too feminine," while *Foodini The Great* was "noisy, with malicious derision that is pointless and excessive shouting."

Four programs were classed as "objectionable" for the family by NTRB which said *Eloise Salutes The Stars* "glamorizes false values" and features a "lack of clothing"; *Juvenile Jury* is "in bad taste," and "smart aleck kids should be spanked instead of applauded"; on *Leave It to the Girls*, "the gowns are cut too low," it "ridicules marriage" and has "excessive frivolity concerning family authority and customs"; *Stork Club* was "boring, tasteless and glamorizes false values."

* * *

Godfrey Tops Berle Show

TRENDEX Inc. has listed top 10 evening sponsored network TV programs for Dec. 1-7—based on one live performance during the week —as follows:

RANK	PROGRAM	RATING
1	Godfrey's Talent Scouts (CBS)	44.9
2	Star Theatre (Berle) (NBC)	43.9
3	Comedy Hour (AGVA Benefit) (NBC)	41.4
4	Your Show of Shows (NBC)	40.7
5	Red Skelton Show (NBC)	40.4
6	I Love Lucy (CBS)	38.6
7	All Star Revue (Durante) (NBC)	35.9
8	Fireside Theatre (NBC)	35.3
9	Your Hit Parade (NBC)	33.7
10	Man Against Crime (CBS)	32.6

TV programs with a correct-sponsor-identification index of 90.0 or more for October and November—based on field work conducted the first seven days of both months —also were announced by Trendex Inc.:

		Correct	Mis-identified	Don't Know
1	Your Hit Parade (American Tobacco)	95.7		4.3
2	Kraft TV Theatre (Kraft)	95.5		4.5
3	Ford Festival (Ford Motor Co.)	92.5		7.5
4	Voice of Firestone (Firestone)	92.0		8.0
5	Comedy Hour (Colgate-Palmolive-Peet)	91.7	2.8	5.5
Multi-Week Program				
	Perry Como (Chesterfields)	95.3		4.7

film report

ITS first series of productions will be started Jan. 15 when **Hollywood Television Service Inc.** begins shooting *Commando Cody—Sky Marshall of the Universe*, **Morton W. Scott**, vice president of firm, announced. The *Cody* series, which has been in preparation more than a year, will consist of 39 subjects yearly tailored for the half-hour TV periods. It will be produced under the supervision of **Mel Tucker** and **Franklin Adreon.**

Hollywood Television Service will aid stations in exploiting the "Commando Cody" character by merchandising programs in TV cities, to include personal appearances of "Cody." Mr. Scott said $100,000 has been set aside for this purpose.

—A new program depicting people from all walks of life playing "themselves" will soon be made available by **Louis Weiss & Co.**, Los Angeles. Titled *The Thrill of Your Life*, the film will be offered for national, regional or local sponsorship.

—Senator Estes Kefauver, former Chairman of the Senate Committee on Organized Crime, and long a crusader against gambling in the United States, was filmed fortnight ago for use in the introduction of the television program *Crime Syndicated.*

Motion picture photography was done by **Seaboard Studios Inc.** for the Kudner Agency, under the direction of **Eddie Sutherland**, director and producer for the Kudner Agency.

Senator Kefauver's fee for appearing was donated to the Cordell Hull Foundation for World Peace.

Production and Sales . . .

ILLUSTRATE Inc., Hollywood, is forming an association of nationally known magazine cartoonists, including **Virgil Partch, Gardiner Rea, Richard Decker** and others, to promote use of their art styles in TV film commercials. These services, to be available to both regional and national advertisers, would enable firms to utilize sales impact and familiarity of the art styles. Idea stems from series, produced for **General Mills**, on which Illustrate Inc. and Virgil Partch collaborated.

* * *

JACK CHERTOK PRODUCTIONS, Hollywood, in preparation to making series of 26 half-hour *Sky King* video films for **Derby Foods Inc.** sponsorship [B•T, Dec. 24] and two self-financed new TV series, moved entire production unit from Hal Roach Studios to General Service Studios, taking over two story building Pine-Thomas Productions formerly occupied. Production on *Sky King* scheduled to start Feb. 4., with **Peter Pan Peanut Butter** to be promoted on TV series.

* * *

FILM VISION Corp., New York, has completed production of a series of Western half-hour TV films entitled *The Buster Crabbe Show*, which will feature the western hero introducing a group of his own adventures and a group of *Texas Ranger* stories. The film corporation plans to have 26 half-hours filmed by January with a release date on or about February 1.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, to open first of proposed branch offices in Detroit soon after Jan. 1. **Richard Bonds**, sales executive Ray Wolff Studios, Chicago, to head new office. Establishment of additional branches in key cities to be announced soon.

* * *

EXPLORERS' PICTURES Corp. plans third series of its *The Big Game Hunt*, President **Jules B. Weill** announced. The first package of 13 films has been completed and the second group of half-hour programs is nearing completion. Each film, complete in itself, is based on the exploits of **Osa** and **Martin Johnson.**

* * *

221 B. BAKER ST. FILM PRODUCTIONS Inc., Hollywood, formed by **Irving Allen** and **Cubby Broccoli**, is readying plans for February shooting of 26 half-hour television films, based on *Sherlock Holmes'* stories by **Sir Arthur Conan Doyle.**

* * *

HAL E. ROACH PRODUCTIONS, Culver City, Calif., is shooting an hour-long television film, *The Children's Hour.* Geared for children, the pilot film will be made up of four parts, *The Clown, Hal Roach's Rascals, The Little People*, and *The Stray Lamb*, a Bible story. **Maureen O'Sullivan** is narrator, **James Tinling** directs and **Sidney S. Van Leuren** produces.

* * *

CBS Television, Hollywood, to begin another *Amos 'n' Andy* half-hour TV film series of 26 in January. **Freeman Gosden** and **Charles Correll** continue TV program supervision. Script writers are **Robert Ross** and **David R. Schwartz.** Writers **Joseph Connelly** and **Robert Mosher** leave TV version to write *Amos 'n' Andy* for CBS Radio.

* * *

ROLAND REED PRODUCTIONS, Culver City, Calif., plans Feb. 1 shooting of one hour-40 minute commercial color film, *Freedom from Housework*, sponsored by **Westinghouse Electric Corp.**, Pittsburgh. Film will use promotion and sales material concerned with company's household appliances and will culminate in a full ballet finale, depicting *Freedom from Housework* idea. **Arthur Hoeri** is writer.

* * *

EDWARD LEWIS PRODUCTIONS, Hollywood, has begun filming new half-hour television series. First of 26 is *Skip Tracer*, directed by and starring **Richard Hayden. Dan Duryea** follows with *The Affairs of Capt. China.* Each film acts as pilot film for possible independent series.

* * *

WILLIAM F. BROIDY PRODUCTIONS Inc., Los Angeles, is shooting new television series of 13 half-hour films as yet untitled. Starring **Alan Hale Jr.** and featuring **Dick Tyler** with **Lyle Talbot, Duke York, Don Turner, Bobby Hyatt, Barry McCormick** and **Jim Flowers**, the adventure series depicts activities of a boy rangers' group. Producer-director **Wesley Barry** has used Big Bear (Calif.) for location. Series is scripted by **Sam Roeca** and **John Marks.**

* * *

PORTLAND PICTURES, Hollywood, has started filming two half-hour television programs produced by company's principals, **James Mason**, and his wife, **Pamela Kellino.** An adventure thriller, written by and starring the duo, *Portrait of the Murderer*, is first. *Duel at Dawn*, an 18th century costume drama, will follow. Director is **Roy Kellino.** The pictures are being filmed at Republic Studios, Hollywood.

* * *

FLYING A PICTURES, Hollywood, has started shooting *Double Cross Ranch*, the 41st western in *The Range Rider* series. This film is being produced on the company's new television sound stage, which is part of a recently-completed $500,000 building project.

Here's help for small TV BUDGETS!

8 Second Spots with audio as low as $50.00

"It's refreshing" a TV advertiser told us recently, "to discover a source for TV film spots that is so easy on small budgets."

Large advertisers too like the showmanship we pack into TV spots and the economy our "know-how" assures. Write for details.

Filmack STUDIOS
1331 S. WABASH AVE. CHICAGO

No matter what your Film needs are we can supply it for TV or Theatres-16 or 35mm.

TELESCRIPTIONS
ANIMATED AND LIVE ACTION TV FILM SPOTS
20-Second and 1 Minute
823 VICTOR BLDG • WASH D
Sterling 4650

"The Adventures of Cyclone Malone"...

Acceptance! Consistently ranked among the top 5 multi-weekly shows in Los Angeles' highly competitive seven-station market.

Action! In just 24 hours, Cyclone Malone moved more than 10,000 self-liquidating premiums for a single sponsor...and started a rush that netted over 106,000 tie-in sales!*

** Curries Ice Cream & Candy Co., Los Angeles*

Available! "The Adventures of Cyclone Malone" is now available on film. Find out more about this delightful musical marionette adventure series...quarter-hour, five-a-week...ready to sell for you today! For audition print and complete information call or wire our nearest sales office: 44 West 56th Street, New York City 19, N. Y. 612 North Michigan Avenue, Chicago 11, Ill. Sunset and Van Ness, Hollywood 28, California

CONSOLIDATED TELEVISION SALES

A Division of Consolidated Television Productions, Inc.

N. Y.-D. C. LINK

AT&T to Supplement

APPLICATIONS for nine microwave relay stations between New York and Washington have been filed with the FCC by American Telephone & Telegraph Co., New York.

Purpose of the new microwave links, which were announced in August, is to provide two southbound television circuits between New York and Washington, releasing two coaxial circuits for telephone use.

Completion is scheduled for August 1952.

There will be no change in the number of circuits available for television except that there will be two more microwave channels. There are now, and will be after the new link goes in, four circuits southbound and one circuit northbound.

Cost of the nine-station link is estimated at $2,480,000, which includes $1,620,000 for transmitting and other equipment and $860,000 for land and buildings. Channel requested is 3730-3810 mc. for Class 2 stations, which will operate with 2 w power.

Total distance of the link is nearly 230 miles.

Distance between the stations ranges from 8½ miles to more than 33 miles.

Applications for terminal stations at each end of the link (New York and Garden City, Va.) were filed with the FCC last August. Applications for the new units reveal stations will be located at Atlantic, New Egypt, New Albany and Swedesboro, N. J.; Philadelphia, and North East, Carney, Baltimore and Gambrills, Md.

Three Sign Cooley

THREE national firms will sponsor the hour-weekly *Spade Cooley Show* on KTLA (TV) Los Angeles. Participating in the 13 week contract are Liggett & Myers Tobacco Co. (Chesterfield cigarettes), Minute Maid Corp. (frozen fruit juices) and American Home Foods (Duff's Mixes, G. Washington Instant Coffee), New York. Agency for Chesterfield is Cunningham & Walsh; for other two firms, Ted Bates & Co., all New York.

U. of C. on KRON-TV

FIRST accredited college course reported to be offered via television in the West will be started January 15 by the U. of California Extension Division, Dept. of Correspondence Instruction. Course will be in child psychology and telecast by KRON-TV San Francisco Tuesday and Thursday mornings. Course will be under the direction of Dr. Mary Cover Jones with a staff of instructors from the University's Institute of Child Welfare.

'WALKY-PUSHY'

Developed by KNBH (TV)

AN INDEPENDENTLY operated TV camera unit, tested for a radius of one-half mile from the receiver with success, has been perfected by KNBH (TV) Hollywood engineers, headed by Jack Burrell, field engineer.

Termed a "walky-pushy," unit will be used for the first time during coverage of Pasadena Rose Bowl football game tomorrow (Jan. 1).

Operating without cables, the mobile camera unit, mounted on a three-wheeled platform approximately 4 by 6 ft., can be pushed in and out of crowds at will while its camera shoots over their heads.

ROOF AERIALS

N. Y. Amendment Sought

NEW YORK Assemblyman Ludwig Teller, Manhattan Democrat, announced last week that he will ask the state legislature to amend rent laws so that tenants may continue to use roof aerials for TV and radio sets if they had previously acquired landlord permission to do so.

Mr. Teller's action followed by one day a decision of New York Supreme Court Justice Murray Hearn, who ruled that roof-use for aerials could not fairly be considered among "essential services" to be provided by landlords. Mr. Teller was reported as saying the decision could cause 15% rent increases for those wanting TV.

NBC Formula

(Continued from page 23)

mittee which has attacked the NBC basic economic plan pointblank; Clair R. McCollough of the Steinman Stations, and G. Richard Shafto of WIS Columbia, S. C., also members of the Affiliates Committee. At the conference, however, they appeared not as representatives of the committee but rather as individual NBC affiliates.

In the conference, Messrs. Morency, McCollough and Shafto took the position that radio rates should not be cut at this time for any reason, on the grounds that reductions now would precipitate another series of cuts and that television specifically should be eliminated from consideration in any formula for appraising radio rates.

They contended that the rate adjustments now proposed, if effectuated, will mean that in at least one important market, and perhaps others, an NBC affiliate which has long been a leader will be the lowest-priced network affiliate in the city.

Mr. Morency, designated as spokesman for the trio, reported afterwards that President McConnell had indicated that he too felt the present formula is not satisfactory, and that after its first application further studies will be made to devise a new method to measure radio on the basis of its own strength. This was taken to mean that TV penetration would be removed as a factor in appraising radio rates.

Mr. Morency and his associates maintained that it would be "illogical" to adjust rates on the basis of the formula even once if NBC officialdom concedes the formula should be changed.

"If it is bad for the future it is bad now," one affiliate insisted.

They strongly questioned why NBC should insist on putting it into effect even once—especially since, despite the fact that over half of the stations will get reductions, the cuts and increases will average out to approximately the existing rate for the total network.

Mr. Shafto said afterward that "it was most disappointing to me that we left the conference with no assurance from Mr. McConnell that he had been the least bit influenced to desist from his plan to invoke the new formula rate values upon all affiliates regardless of their local popularity, their sales effectiveness, their promotional activities—none of which are included in the formula. I hope it will be apparent to Mr. McConnell that many affiliates cannot afford the reduction in their incomes which will result from the imposition of the NBC formula."

KHJ-TV and KFVD Los Angeles will work together to encourage Southern California's 100,000 Spanish-speaking TV families to view KHJ-TV's telecast of Pasadena Rose Parade Jan. 1. Eddie Rodriguez, commenting in Spanish on KFVD's radio version, will remind listeners to watch it on KHJ-TV. West Coast Growers and Packers Inc., Fresno, will sponsor television version and RCA Victor, Camden, N. J., will sponsor radio version.

last call for copy

TELECASTING
Yearbook
Deadline January 21

It's the only book in the business which packs hundreds of references and tabulations between two covers. It's an important working tool for TV people all through 1952.

Circulation: 16,000 guaranteed, covering every agency and national advertiser of TV consequence. Deadline is January 21. So please air mail your reservation today.

THE *first*
TELECASTING YEARBOOK
Published Mid-February

TV EQUIPMENT FOR SALE

Our move to the Empire State Building has left us with some spares.

TRANSMITTING EQUIPMENT

1 RCA TT-5A television transmitter (coils, crystals-Channel 11)
1 side band filter
1 transmitter control console
2 racks transmitter monitoring and input equipment
1 dummy load

ANTENNA EQUIPMENT

1 RCA TF-6 B super turnstile antenna
1 diplexer
1 set de-icing equipment

STUDIO EQUIPMENT

1 TD-5A studio camera dolly
2 73-B professional recorders
2 MI-4928 microscopes

Contact Leavitt Pope
WPIX
Murray Hill 2-1234, New York City

CITY ANTENNAS

FCC TV Policy Awaited

FCC is expected to take a stand soon regarding TV community antenna systems—outgrowth of today's limited service from 108 stations. The year-long study is near an end, with the staff report to be handed to the Commission for decision before the end of January.

Community antenna systems are now in operation, or close to operation, in some 50 areas, according to FCC and Bell System estimates. The system, usually sparked by local TV set dealers, works this way: Nearby high mountain top is picked to erect high-gain, directional receiving antenna pointed at nearest big-city TV station. Signals picked up are fed down mountain side via coaxial cable, piped directly to subscribers' homes, also through closed circuit wire lines. Fee is usually charged for installation and for monthly service.

Primary questions that the Commission will have to decide are whether community antenna system fall under broadcasting or common carrier category and whether system is an interstate or intrastate operation.

The Commission has a specific case to work on in application for experimental microwave intercity authorization filed by J. E. Belknap & Assoc. [B•T, Oct. 15]. This group wants to feed cities in Missouri, Illinois, Kentucky on a community antenna basis, permitting local installation and servicing organizations to handle individual home hookups. The plan is opposed by WMCT (TV) Memphis and KSD-TV St. Louis, the stations Belknap proposes to pickup [B•T, Nov. 12].

No matter how the Commission decides, it is expected to claim jurisdiction over such systems in some degree. That would be in line with its authority over intrastate telephone companies.

Latest community antenna system is that reported planned for Hancock, Md. In the mountainous western part of Maryland, screened by terrain from big city TV signals, a committee has been formed to establish TV service on fee basis. Contract for installation has been let to Electric & Telephone Construction Co. of Philadelphia. Potential 3,500 viewers are estimated.

Hancock lies 60 miles airline from Johnstown, Pa. (WJAC-TV), about 90 miles from Lancaster, Pa. (WGAL-TV), Baltimore (WBAL-TV, WMAR-TV, WAAM) and Washington (WCBS-TV, WMAL-TV, WNBW, WTTG), 105 miles from Pittsburgh (WDTV).

METER METHOD

Telemeter Tells Plans

INTERNATIONAL TELEMETER Corp. has issued a booklet on the future of Telemeter subscription-type system of TV. Telemeter is the coin-box method of fee-TV. Paramount Pictures Corp. owns half of the company, which just finished testing on KTLA (TV) Los Angeles [B•T, Dec. 3, Sept. 3].

Booklet emphasizes heavily that Telemeter method is a strictly cash system—in fact the booklet carries the slogan "The *only* pay as you see method of subscription TV." It indicates that Telemeter promotors plan to lease coin boxes to TV set owners, to franchise more than one TV station in a market, not to sell advertising on programs.

Telemeter has asked Palm Springs, Calif., city council for permission to test the system by piping signals from KTLA (TV) Los Angeles, 100 miles away. Company plans to spend $100,000 on the test if city authorities approve [B•T, Dec. 24].

Of other subscription-TV systems, Skiatron's Subscriber-vision is still being tested for "bugs" in New York, via WOR-TV [B•T, Dec. 10], and Zenith's is still expected to file with the FCC for commercialization of its Phonevision [B•T, Dec. 10, Sept. 24]. Subscriber-Vision uses coded cards to unscramble distorted picture; Phonevision uses telephone lines for the same purpose.

CBS THEATRE

Leases on West Coast

CBS Television has leased the Earl Carroll Theatre on Sunset Blvd. for Hollywood network originations effective Jan. 1.

The price, reported at about $125,000, includes cost of modifications, which are to start immediately. Arrangements were made by CBS Television with Frank S. Hofues, who in 1950 bought the theatre for $1,025,000. Earl Carroll Theatre will be used until completion of the projected CBS Television City on Beverly Blvd., it was explained.

PROGRAM DEPT.

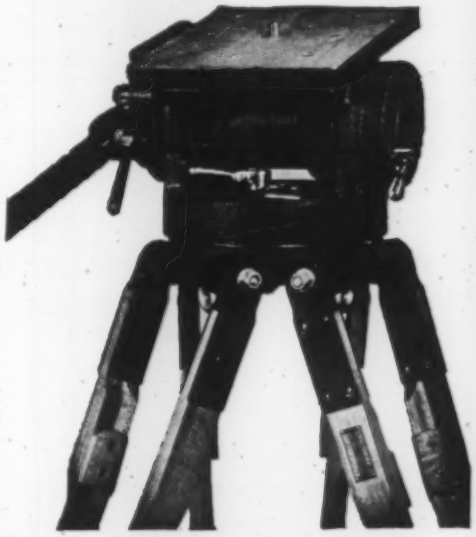
KECA-TV Establishes Own

KECA-TV Hollywood is establishing its own programming department, Phil Hoffman, new station manager [B•T, Nov. 12], has announced.

Heretofore, programming of ABC-owned KECA-TV and the ABC TV Network shows, with Hollywood origination, has been responsibility of Cecil Barker, TV director of programming and production, for ABC Western Div., and Alvin G. Flanagan, program manager for the Western Div. and KECA-TV. Under the new arrangement, Mr. Flanagan will be KECA-TV program director and will devote full time to programming that station. Mr. Barker continues as director of TV programming and production for ABC Western Div., directly responsible to Donn B. Tatum, division TV director.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

air-casters

FOREST COOKE, program director WHBF Rock Island, Ill., named TV production supervisor WHBF-TV. **HARLAN RALSTON** named assistant program director. **FERN HAWKS**, publicity director, assumes additional duties of personnel director.

ARTHUR C. STRINGER Jr., sales promotion manager WBTM Danville, Va., named promotion and publicity director WFMY-TV Greensboro, N. C.

JACK GORDON, program director WIRL Peoria, to KDAL Duluth, in same capacity.

HOMER WELCH, program director NBC-KGW Portland, to NBC Hollywood, as associate director on *The Bob Hope Show, Tales of the Texas Rangers*, and *Double or Nothing*.

RUTH SHELK named West Coast sales representative ABC Radio's *Mary Margaret McBride* program.

ALEX COOPER, disc jockey KXLA Pasadena, Calif., to KLAC Los Angeles, in same capacity. He replaces **HAL GOODWIN** who becomes daytime announcer for station.

MORT COOK, freelance writer, to KFI Los Angeles, on publicity staff.

JOHN MILLS appointed to announcing staff WTTG (TV) Washington. He was with WGAY Silver Spring, Md., and KLZ Denver.

EDDIE NEWMAN to WDAS Philadelphia, as disc jockey.

FRED HUSS, WCLX La Cross, Wis., named to announcing staff KFH Wichita, Kan.

MAX EWING, WBAP-TV Fort Worth, elected president of Dallas-Fort Worth Press Photographers Assn.

HERB BALL, press photographer NBC Hollywood, father of son, Craig Van, Dec. 10.

VIRGINIA WEST, publicity and program department KECA Hollywood, named coordinator of program promotion and public interest campaigns for station.

RICK TERRY, staff announcer WEBC Duluth, Minn., to KLAC Los Angeles, in same capacity.

BARBARA YOUNG to traffic department KCBS San Francico.

ELEANOR R. MORRISON, publicity director WCOP-AM-FM Boston, resigns. No future plans have been announced.

FRANK DARIEN Jr., disc jockey KSJO San Jose, Calif., father of twins, Blaire Marie and Benjamin John, Dec. 8.

News . . .

BARBARA KIMBRELL, amateur tennis star, to CBS-TV Hollywood Press Information department, as editor of KNXT (TV) program logs. She replaces **MARJORIE OLOFSON** who left to join Capitol Records Inc., Hollywood, as publicity writer.

DICK SANDERS, announcer-newscaster WORD Spartanburg, S. C., appointed news editor.

HAL O'HALLORAN, WHBL Sheboygan, Wis., named sports editor KFI Wichita, Kan. **BRANDON CHASE** to KFI as newscaster. **DON RICHARDSON**, KAUS Austin, Minn., named rewrite man on news staff.

BOB WOLFF, sportscaster WWDC Washington, selected to broadcast play-by-play description of Gator Bowl football game over coast-to-coast Mutual network.

RED DONLEY, sports editor and sportscaster WSTV Steubenville, Ohio, selected to speak at annual meeting of District 22 HI-Y Clubs.

GORDON GRAHAM, news director WIBC Indianapolis, elected president of town board at Danville, Ind. Mr. Graham is also police commissioner of town.

PAUL WILCOX, sportscaster WGAR Cleveland, called to active duty with Air Force. He reports to Mather Field, Sacramento, Calif., Jan. 1.

HAL FISHER, news director WGFG Kalamazoo, father of daughter, Diane Melanie, Dec. 8.

BILL NIETFELD, director of news and public affairs KCBS San Francisco, elected president of Northern California Professional Chapter of Sigma Delta Chi, national honorary journalism fraternity.

TOPS IN
OUT OF HOME LISTENING

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER

WCKY CINCINNATI

NARFD

Will Stress Radio Value In Farm Markets

By SAM B. SCHNEIDER
PRESIDENT, NATIONAL ASSN. OF RADIO FARM DIRECTORS

"THE role of radio in reaching the farm market will be the 1952 theme of the International Association of Radio Farm Directors," it was announced by the executive committee following the 1951 convention. (Chicago, Nov. 24-25.)

During the past years, radio farm directors generally have graduated from the role of service to agriculture with no commercial connections, to service including the advertiser's help. It is now known, that a farm director can not only serve the college and the farmer, but that he can serve the advertiser at the same time.

Mr. Schneider

In fact, it has been found that the RFD can help agriculture *more* by serving all three as a unit, than he can by just serving any one or two of the trio. The farmer has the labor and capital investment, the college is the fountain head of information, and the advertiser is responsible for information on how modern technology and mechanization can serve today's agriculture. Leaving any one of the three out of the combination weakens the picture.

Following this development, farm directors began to look for further professional improvement. It was then that their direction turned toward the fact that farmers were a market for not only farm products, but for general consumer goods. In this light, the executive committee of the international association—recently expanded to include Canada, Australia, Japan and Europe—is programming 1952 committee work, showing that stations with farm service programs are not only the best means of selling farmers farm products, but that such stations are the best means of selling farmers any type of merchandise.

In other words, radio as the key to the world's fastest growing market—rural America, is the hue and cry for the coming year in the farm radio field.

Agency Beat

(Continued from page 19)

ican Export Lines and Italian Line at Cunningham & Walsh, N. Y., named vice president.

JULIAN GERRARD, head of his own agency, and **ROBERT P. WILSON**, Duane Jones Agency, N. Y., appointed executives at W. Earl Bothwell Inc., N. Y. **HARRY TORP**, Kenyon & Eckhardt, N. Y., appointed media director at Bothwell agency.

RUDY RUDOLPH, account executive ABC Television, Hollywood, appointed commercial manager Leonard Shane Agency, L. A.

RON BLODGETT, Beaver Engraving Co., Portland, Ore., named production manager Hal Short & Co., that city. He succeeds **BILL PYLE**, named account executive, succeeding **JAY JONES**, recalled to active duty with Air Force.

CLAYTON JUDY, account executive Adolph L. Bloch Adv., Portland, Ore., to Northwest Adv. Service, that city, in similar capacity.

ROBERT L. ZIMMERMAN to Doremus & Co., Chicago, as member of copy and public relations staff. He was with Casler, Hempstead & Hanford, Chicago.

FREDERICK, FRANZ & MacCOWAN Agency, Chicago, dissolves as a partnership Jan. 2, with **HERBEY L. MacCOWAN** handling business as MacCowan Adv., at 20 N. Wacker Dr. **ALEX T. FRANZ** will continue to operate under the full agency name at present offices in 221 N. LaSalle St. Bldg.

CFCL Timmins, Ont., and CJNT Quebec City, Que., have been accepted as members of Canadian Assn. of Broadcasters, bringing membership to 106 stations. Associate memberships have been given to Press News Ltd. and British UP.

KLIX
IS KLICKIN'

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE NUMBER 26 OF A SERIES

FOR YOUR INFORMATION:

Most of the country's editors and publishers know about the Oil Industry Information Committee - what it is and how it operates. Occasionally, however, our letters indicate there are some editors who aren't too sure, and would like to know more about the OIIC. Since this is the beginning of a new year, and the Oil Industry Information Committee is going to be more active in 1952 than ever before, we thought that perhaps a rundown on the OIIC and the reasons for its creation would be helpful to all members of the Fourth Estate.

The OIIC was established in 1947 by the American Petroleum Institute, a non-profit national trade association including all segments of the industry. The industry wanted to help maintain the system of competitive enterprise which has made this country great. As a first step in forming the OIIC, a public opinion survey on the oil industry was made. It showed that far too many people were uninformed about the industry. This lack of understanding made them extremely susceptible to the claims and statements of false prophets, economic planners, idealists, theorists and just plain dreamers. Oil men agreed that the vacuum should be filled with accurate information - for an informed public will ward off regimentation, controls and other threats to the principles of our forefathers.

To this purpose, the Oil Industry Information Committee has been dedicated. By word of mouth, by speeches, radio, television and motion pictures; by booklets, pamphlets and leaflets; by every media and method possible, volunteer oilmen (your friends and neighbors in every Hometown, U.S.A.) are explaining the benefits of competitive enterprise; of how the intense competition between privately-managed companies works for the benefit of the public; how this same competition produces more and better products at reasonable prices; how competitive research keeps every company on its toes and how the ultimate benefit is reflected back to the American consumer.

In your area, there is an OIIC District Office. There are 12 all told, located in Atlanta, Philadelphia, New York, Boston, Cincinnati, Chicago, Minneapolis, New Orleans, Kansas City, Tulsa and Dallas. On the west coast, the Western Oil & Gas Association in Los Angeles sponsors this program. The District Representatives, and your local OIIC Committee, will be more than glad to help you obtain facts about oil. Write, wire or telephone them at any time.

We have a booklet entitled "What is the OIIC?" If you'd like to have a copy of this, or any other information about the program or the oil industry, don't hesitate to write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

SPORTS FEES

Iowa Group to Oppose

PAYMENT of fees for broadcast rights to high school athletic events will be opposed by the new Idaho Broadcasters Assn. A committee has been named to take up the problem with the State Athletic Assn.

Chairman of the IBA school committee is Charles Crabtree, KWIK Pocatello. Other members are Doyle Cain, KFXD Nampa; Dewayne Silvester, KVMV Twin Falls; C. N. Layne, KID Idaho Falls, and Frank C. McIntyre, KLIX Twin Falls.

President of IBA is Earl Glade Jr., KDSH Boise, elected at a Dec. 8 session which completed organization of the association. Other officers include Henry H. Fletcher, KSEI Pocatello, vice president, and Florence M. Gardner, KTFI Twin Falls, secretary-treasurer. Directors are Bert McAllister, KRPL Moscow; Walter E. Wagstaff, KIDO Boise, and Messrs. Layne and McIntyre.

Mr. Wagstaff was elected chairman of a legislative committee charged with working on behalf of a state statute relieving broadcasters of libel responsibility in political broadcasts over which they have no censorship control. On the committee with him are Robert Binyon, KWAL Wallace, and Messrs. Fletcher and McIntyre. manded for broadcasters in expenditure of advertising funds by gov- ture of advertising funds by government agencies, with criticism directed at the Defense Dept. for purported intent to transfer funds from radio to printed media.

Others who attended the organization meeting were K. Clark, KBIO Burley; Ed Hurt, KFXD Nampa; Hugh Shelly, KIDO Boise; Clayton S. Hale, KEYY Pocatello; Milo Peterson, Henry Waterstone, KGEM Boise, and H. R. McCosh, KCID Caldwell.

THE QUAD-CITIES
ROCK ISLAND • MOLINE
EAST MOLINE • DAVENPORT
a unique combination of 4 cities in 2 states - on the Mississippi River

The Quad-City trading radius of 350,000 people is a well balanced urban-rural market—classified by the Department of Agriculture in the highest-level-of-living bracket. To support this high level are the wages and income from farms; farm equipment manufacturing; Rock Island Arsenal and 300 other diversified factories. And so, the Quad-Cities ranks 14th in Effective Buying Income per Capita—a good market with balance and stability.

WHBF sells to Quad-Citians!

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

Les Johnson,
Vice President and Manager

BOOK GROUP CITED

Named in FTC Complaint

DEVICE of using radio-TV public opinion polls as a wedge for gaining entrance to homes and then selling encyclopedias cropped up in a complaint filed by the government Dec. 21.

The Federal Trade Commission charged Universal Educational Guild, a publisher, and nine other corporations with using deception in the sale of World Scope Encyclopedia. The complaint was based on practices stemming in part from an alleged contract between Universal and Radio Best Inc., publisher of *Radio Best Magazine*. It was later changed to *Radio and Television Magazine* and then *TV Screen*.

Under the contract, according to FTC, door-to-door salesmen of World Scope would undertake the poll in accordance with questionnaires prepared by Radio Best Inc. Payments to Universal also were specified.

Sole purpose of the poll is to enable the salesmen to get a foot in the door and sell the book, the complaint charges. Many people would gladly register their radio-TV program preferences and thus would be less hostile to the salesmen, it was explained. The poll is not conducted on behalf of any radio and television program sponsors, contrary to representations, nor do sponsors assume part of the purchase price of the encyclopedia, FTC said.

Hearing was set for Jan. 16 in New York.

KPFA (FM) TO RESUME

Buys KSFH (FM) Equipment

KPFA (FM) Berkeley, Calif., listener-sponsored educational station knocked off the air early this month by a big storm, has purchased the facilities of defunct KSFH (FM) San Francisco for $16,000 and was to resume operations of the new station last week.

The KSFH transmitter, 16 kw, has been out of use since the end of 1950 when the licensee, Pacific Broadcasting Co., discontinued the operation. Richard Moore, general manager of KPFA, said FCC has approved the sale and transfer. The station's new channel, he said, is 231 (94.1 mc).

allied arts

W. B. (Brad) PERRIN named vice president in client service division in Chicago Industry Surveys Co.

WILLIAM DIGNAM to New York staff as public relations director. **DWIGHT SPENCER** named manager of retail audit operation in Chicago.

GOULD, GLEISS & BENN Inc., Chicago, marketing consultants, opens new branch office at Fort Wayne, Ind. **RICHARD THELLMANN** is manager.

WILLIAM LINDSEY, vice president and sales manager Universal Recorders Inc., Hollywood, has resigned.

KENNETH M. FRIEDE, formerly publisher of *Seventeen Magazine* and *New York Morning Telegraph* and more recently in public relations with Julius Klein, to Rogers & Cowan, N. Y., public relations firm. **URSULA HALLORAN** remains with organization as publicity director.

Equipment . . .

AMPEX ELECTRIC Corp., Redwood City, Calif., announces production of new tape recorder for audio recording. Model 400-A offers push-button operation recording up to 15,000 cycles per second at tape speed of 7½ ips. Recorder is available with heads for either half-track or full-track recording.

ROBERT E. LEE, manager of finance, Tube Dept., General Electric, Syracuse, appointed assistant manager of cathode ray tube operations. **RANDOLPH M. DUNCAN**, traveling auditor's staff, succeeds Mr. Lee, as manager of finance.

Technical . . .

FRED ALBIN, recording engineer KECA-TV Hollywood, elected president of Society of Television Engineers. **ERNEST SCHRIEBER**, Pacific Telephone & Telegraph Co., Los Angeles, engineer elected secretary-treasurer.

FRED GATELY appointed cameraman NBC-TV's *Dragnet* series.

JOHN FILLMORE STUDWELL Jr., KECA-TV Los Angeles to ABC New York, engineering staff. **GEORGE HILLAS** of ABC Chicago, engineering department, transfers to Hollywood Jan. 10.

GIL FULLER, night engineer WCKY Cincinnati, father of daughter.

MARVIN FLOYD, engineering staff WCBT Roanoke Rapids, N. C., appointed chief engineer. He succeeds **CLAUD MEARS**, who has entered government service in Washington, D. C.

INDUSTRY AID

Cited by State Dept.

PARTICIPATION of American industry and civic groups in the President's Campaign of Truth has more than doubled during 1951, the State Dept. reports in a year-end statement.

Actual worth of more than 60 projects launched by the department's Private Enterprise Cooperation Staff runs into the millions of dollars. "Countless hours of free radio time and advertising space in publications in many countries" were cited in the progress report.

Acting in an advisory capacity, the staff was set up to "coordinate and assist the efforts" of radio, television, newspapers, magazines and other media "in combatting foreign misconceptions regarding American life."

Radio's role under the fundamental education program of UNESCO (United Nations Educational, Scientific and Cultural Organization) also was noted. The program was launched recently in Patzcuaro, Mexico, utilizing radio programs, films, film strips, charts and plays.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Strictly Business

(Continued from page 18)

home construction project. His boss, also owner of one-lung KGDR, remarked that since George had the gift of gab," he wanted him to get on the station that Sunday afternoon and stay there and sell houses.

There followed 2½ years in San Antonio, first with KGDR, then with KONO. Thence, the trail led to KNOW Austin and to WRR Dallas for a few years. Mr. Harding was announcing, selling and copywriting in these early years. He joined KRLD Dallas in 1937, the start of a long friendship with Clyde Rembert, KRLD managing director.

In 1944, Mr. Harding became commercial manager for KWBU Corpus Christi, but soon left. That October the Branham Co. out of Chicago was casting about for a fulltime radio man for the Dallas office. Clyde Rembert suggested George, and he was hired.

Born at Plano, Tex., 15 miles from Dallas, his formal schooling ended in his 'teens. He attained a world outlook, however, by joining the Navy. In the first World War he sailed Far Eastern, European and South American waters with a gunboat, tender and submarine, in that order.

Mr. Harding today lives in Dallas' University Park suburb in a trim, lawn-bordered Austin-stone house with his wife Cleo (an ex-school teacher) and 9-year-old son Tommy. Wife and boy share George's enthusiasm for the outdoors.

An extracurricular activity in radio helps keep up his mileage on the road. He supervises broadcasts of Texas high school football championship playoffs for Magnolia Petroleum Co., aired over statewide hookups. He formerly announced Southwest Conference grid games and other sport events. He is a member of the Variety Club and the Dallas Advertising League.

KWSO Wasco, managed by Theodore C. Heinrichs, and KPRO Riverside, owned and operated by William Gleason, have joined Southern California Broadcasters Assn.

CONFINED to bed with injuries suffered in an auto accident, Cedric Adams, WCCO Minneapolis commentator, continues all his shows by remote control. Pictured here (inset) he chats with contestants and WCCO pianist-organist Ramona Gerhard at the station via a loudspeaker during *Phillip 66 Junior Talent Parade*. Similar arrangements have been made for his other shows including his newscasts which are teletyped to his home.

PRICING DEADLINE

New Regulations Now in Effect

NEW PROCEDURE requiring certain manufacturers to file under Ceiling Price Regulation 22 and price their commodities accordingly became mandatorily effective Dec. 19.

Price Stabilizer Michael DiSalle thus scotched reports that the Office of Price Stabilization was considering a deadline extension for those producers subject to CPR 22. New ceiling price calculations were to be filed on Form 8 with OPS by that date.

The regulations apply to manufacturers' general price ceilings covering a number of durable goods but excluding radio-TV sets and other appliances. They are exempt pending issuance of tailored directives early next year [B•T, Nov. 19, Dec. 10].

Mr. DiSalle explained also that the deadline applied only to normal calculations and not those based on the so-called Capehart formula providing for advertising and other allowances. There is no deadline for filing the latter (Form 100), which is optional with all companies.

OPS took another step last week involving the allowance plan introduced by Sen. Homer E. Capehart (R-Ind.). A company now is permitted to file separate applications for Capehart adjustments "on a unit or division" of its business even though either falls within the same industrial classification.

Under current procedure, manufacturers could compute allowances for advertising, selling, administration and research plus labor and other factors, on an overall basis for the entire company's operation or on particular units. In the latter instance, not more than 10% of a unit's production could be of commodities in the same industry group as those in other units. The 10% restriction is eliminated.

Thus, makers of multiple lines—refrigerators and other household appliances which fall under CPR 22, as against radio-TV receivers, phonograph records and record-players now exempted—could apply for relief.

Previously, manufacturers were required to figure individual dollars-and-cents adjustments for each commodity but they now may calculate directly the overhead (advertising, etc.) adjustment percentage for their entire business.

One exception to requirements specifying that applications be filed with OPS headquarters in Washington has been drawn. In the case of producers whose gross sales were less than $1 million for the fiscal year ending last July 31, they could file with field offices.

With respect to CPR 30 on machinery, OPS redefined the term "manufacturer" to brand name producers who turn out commodities in their own plants or supply tools.

LBS CONTEST

Sandstrom Named Winner

THAD M. SANDSTROM, KSEK Pittsburg, Kans., general manager, leaves for Mexico City and Acapulco next month for an eight-day voyage. The trip and $500 cash were the awards to Mr. Sandstrom, winner of the Liberty Broadcasting System's nationwide baseball contest, conducted during the 1951 baseball season.

Contest was open to its affiliates June 1 and closed Oct. 1. It was judged on the best over-all promotion conducted by an individual station and manager during the season. Announcement of the winner was made Dec. 19 by Gordon B. McLendon, LBS president.

Kellogg Spots

KELLOGG Co., Battle Creek, Mich., has signed eight western singers for group of 39 transcribed commercial announcements to be aired Monday on MBS *Wild Bill Hickok* show, starting Jan. 1 for 39 weeks. Commercials will plug corn flakes, one of the three Kellogg products advertised on the three-weekly transcribed Mutual show, heard Mon.-Wed.-Fri., 5:30-5:55 p.m. (PST). Program also advertises Kellogg Corn Pops and Rice Krispies. Artists signed include Tex Ritter, Eddie Dean, Jimmy Dolan, Merle Travis, Red Foley, Carl Smith, Roy Acuff and Ernest Hubbs. Agency for Kellogg is Leo Burnett Co., Chicago.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES From 1949 BMB Survey

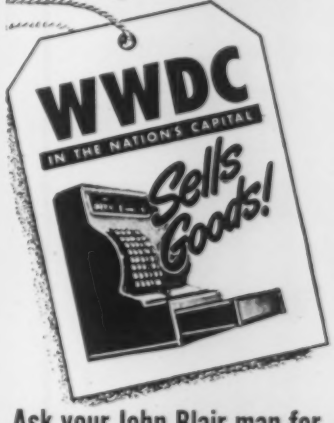
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630

NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 295,440

KGW PORTLAND, OREGON on the efficient 620 frequency AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WWDC AGAIN 2nd in total share of Washington audience*



Ask your John Blair man for the whole WWDC story

* Pulse: May-August, 1951; 6 A.M. to Midnight

BMI'S BIG YEAR

Adds Four New Projects

FOUR NEW projects adding to its Program Clinics are included in the major accomplishments—many undertaken for public service or building good will for broadcasters—by Broadcast Music Inc., which considers 1951 as one of the most outstanding years in the organization's 11-year history.

Focal point of the 12-month period was BMI's "Independent Source of Supply of Music," with the licensing organization building up popular song rights as well as what it terms concert music, that is, anything "classical" or "serious" or "good."

That the objective for popular music was apparently more than accomplished is indicated by BMI's holding an average of four out of seven tunes on the *Lucky Strike Hit Parade* for the past several months, with its newer songs jockeying in to succeed other BMI ballads disappearing from the list. Sixth annual poll conducted among juke box operators by "The Cash Box" resulted in a BMI song rating first in every classification: Best record of the year, best country and western record, best folk record and best jazz and blues record.

The industry-owned licensing and publishing organization started building within the concert music field by first measuring the public appetite. An informal mail poll, based on several hundred stations, indicated that an average of 6½ hours of concert music is being broadcast by each outlet weekly, and more than 80% intend to increase their use of concert music within the next few months.

To sustain interest in the subject, BMI puts out a monthly portfolio on concert music containing radio scripts, program material, "Today in Music"—an almanac of important events in music—and the Concert Pin Up Sheet, which selects the best of the recorded classical music for the broadcaster. Broadcasters who cannot obtain concert records locally can participate in a BMI discount purchase plan, provided by the station service department.

A further boost to concert music is provided by the program material offered as "Your Concert Hall," a half-hour schedule of favorite music chosen by outstanding personalities. In the initial phase, programs were selected by actor Alan Ladd, novelist Fannie Hurst, musician Louis Armstrong, and cartoonist Walt Disney. All such BMI activity is wrapped together as the special project, "More Concert Music on the Air."

Sets Up Competition

BMI also has established Young Composers Radio Awards, a contest in music composition—for vocal or instrumental use—open to young concert composers in both secondary schools and colleges. Final rules and regulations are to be announced shortly after the start of the year, but the contest will run until June with a total of $7,400 in prize money to be paid toward further musical study anywhere within the U. S.

Already supported by music educators throughout the nation, competition will be supervised by a steering committee of people prominent in the field. Plans call for annual repeats of the Young Composers Awards, with future contests to extend over a greater span of time.

To increase teen-age book reading and traffic in public libraries, BMI is also sponsoring a nonprofit "Teen Age Book Parade," identified by Luther Evans, librarian of Congress, as a "conspiracy against ignorance." More than 200 stations have announced their participation in the plan, formulated through 32 state broadcasters associations in cooperation with outstanding bookmen throughout the country.

One hundred noted book-reviewers have been asked to review their favorite volumes with an eye toward whetting youthful appetites towards greater reading. First 13 reviews released for broadcast included *Kon Tiki* reviewed by book editor of *St. Louis Post Dispatch*, *Red Badge of Courage* as discussed by literary editor of the *Chattanooga* (Tenn.) *Times*, and a *Chicago Tribune* evaluation of *Arrowsmith*.

Fourth new BMI project during 1951 was *Benny Goodman's Music Festival*, program of the noted jazz musician's comments on classical works which was inaugurated in October. Conceived by WNEW New York, the program was broadcast by the independent station for a full season before it was adopted as a BMI project.

Definitely not a "Pops" broadcast, the series features full-length musical selections, chosen and described by the clarinetist to encourage greater public appreciation of the classics. Program is distributed to stations for sustaining or commercial use at cost.

BMI Program Clinics—widely and highly praised by broadcasters in attendance—were held in 35 states and Canada and Puerto Rico during the 37 weeks starting March 12. Carl Haverlin, BMI president, and Glenn Dolberg, director of station relations, made them all. The 17th BMI program clinic in New York was held in October, and another is scheduled for Jan. 28-29. Plans for 1952 call for a week-long clinic in Denver with simultaneous series in centrally located and strategic areas, to save time and travel for many groups of broadcasters.

More than 3,000 broadcasters—with station managers and owners accounting for as much as 50% of the attendance—were present at 1951 sessions, all held in cooperation with state broadcasters associations or state committees, and it is expected that the number will be matched by 1952 results, when clinics will be held in some 40 states.

WBAL Appoints

APPOINTMENT of Ivan T. Sanderson, author, lecturer and radio-TV personality, as science and research director has been announced by WBAL Baltimore. Mr. Sanderson will write and conduct a new radio series, *You and the Unknown*, on WBAL, Monday through Friday, starting Jan. 7. Program will deal with all facets of natural science and will be designed for family appeal, combining education with entertainment, according to WBAL. Mr. Sanderson has appeared on WNBC New York (1948-49), WNBT (TV), its video affiliate, and on CBS color television telecasts.

ABA MEET

To Admit Allied Groups

AT ITS FALL MEETING, the Alabama Broadcasters Assn. amended its constitution to admit associate membership to persons, firms and corporations supplying goods and services to radio and television stations. They may be admitted upon approval of the board of directors.

The board of directors at a recent meeting set $35 as annual dues for associate members. Membership at present includes 63 stations in Alabama. W. Emmett Brooks, WEBJ Brewton, is president of the association.

Associate members, or their representative, may have the right of attending all meetings of the group upon payment of the usual registration fee. They can be excluded from any business or executive session of the ABA where the presiding officer deems it advisable. Application for membership may be forwarded to the Alabama Broadcasters Assn., P.O. Box 477, U. of Alabama.

Political Coverage

BILL HENRY, veteran newscaster for Mutual, reported Dec. 20 that first plans for radio and TV coverage of the Republican National Convention this summer will be presented to the GOP Convention Committee when it meets in San Francisco Jan. 16. Mr. Henry, coordinating chairman of radio-TV committees for both political conventions, said that presentation also was being prepared for the Democratic National Committee, but that no date had been set to discuss it.

THE MIDWEST ADDRESS OF CBS

WNAX 570

YANKTON — SIOUX CITY

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

programs promotion premiums

BIG PAY-OFF

WHO Des Moines, *Your Favorite Hymns*, featuring the Songfellows, sponsored by Preferred Risk Mutual Insurance Co., Des Moines. Company reports that results of programs have been very good. Show presents hymns giving background of author with interesting facts about him and hymn. Each broadcast offers pictures of Songfellows, religious narrator and story of hymn.

EXPANDED OPERATION

WFMY-TV Greensboro, N. C., will expand its daytime operations after the first of the year, adding the CBS Arthur Godfrey morning series and placing more emphasis on early morning programming. Station recently increased power to 16.7 kw. North Carolinians joined the Christmas Eve celebration at the governor's mansion in Raleigh via TV, with the First Lady, Mrs. W. Kerr Scott, a featured participant along with Carroll Stoker, WFMY-TV women's director.

CHRISTMAS AD

WTMJ-TV Milwaukee, ran special Christmas ad in *Milwaukee Journal*, giving information on Christmas shows being presented by station. Ad points out viewers can stay at home and enjoy famous stories, choral groups and religious service via television. Station offered 15 hours of Christmas programming over holidays.

LUNCH TIME NEWS

KVOE Santa Ana, Calif., distributing news bulletins to leading Santa Ana restaurants just before the lunch hour. Bulletins contain condensation of all local, regional and national news.

LATE SANTA

WCBS-TV New York sending trade and advertisers folder of ad appearing in BROADCASTING • TELECASTING. Folder reads, "If Santa's Late . . ." and tells of results and rating of *The Late Show*, program featuring movies for the stay-up-late televiewers. Final pitch says, "Let us show you how *every night* can be Christmas Eve."

WAVE ANNIVERSARY

WAVE Louisville, Ky., presenting 18th Anniversary show, Mon., Dec. 31, 9:30-10 p.m. featuring voices of WAVE and NBC personalities heard since 1933. New Year's Eve show will spotlight radio personalities of past and present such as Rudy Vallee, Ben Bernie, Will Rogers, W. C. Fields, President Roosevelt, Winston Churchill, and General MacArthur. Recordings of other actual events and programs heard during the years, the Louisville Orchestra, Pearl Harbor bulletin, V-J Day celebration, and Louisville's Marine Reserves leaving for Korea, will give the listener a chance to reminisce over all the things that have happened since WAVE first went on the air.

MUTUAL'S BIG MAPLE

MUTUAL Broadcasting System, New York, distributing to advertisers and the trade giant-size folders likening its system to a big maple tree. Front cover says: "Mister Plus shows how to tap . . ." Inside folder claims, "the strongest root structure in all advertising. Mutual, largest of all radio networks for the past 12 years, owes its stature to a unique root-structure: 552 affiliated stations in 48 states—." Accompanying letter from Robert A. Schmid, vice president of the network, states, "Any resemblance between the mammoth maple you see here and the world's largest radio network is strictly intentional."

NEW ANGLE

KGO San Francisco, *Bay Area News*, Mon.-Fri. noon, institutes new feature, "Question of the Week," which is gaining rapid popularity with listeners. Audience is asked to mail in opinions on question in the news asked each week on program. Latest query: Should collectors of Internal Revenue be placed under civil service? Responses were 97.7% in favor of changing collectors from political appointment to civil service classification. Question to be answered this week: "Which Republican should be nominated for president in 1952?"

BIG DEAL IN DAKOTA

WNAX Yankton, S. D., recently presented huge merchandising and promotion tie-in that had over 150 stores in 5 states participating. Using "Sell With The Stars" as title and theme, campaign is built around products advertised on forty WNAX-CBS programs. Contest for retail druggists and grocers was first phase, with station furnishing $1,500 in merchandise prizes along with promotion kits and tie-in material. Each contestant conducted a store event tied-in with WNAX-advertised merchandise as first part of intensive, new point-of-purchase merchandising program conducted by WNAX Promotion Manager Dick Harris. Event garnered sizable amount of newspaper, direct mail, handbill, and display advertising for WNAX and the forty programs featured.

'DUTCH UNCLE'

KFH-AM-FM Wichita, Kans., recently marked milestone with 500th *Dutch Uncle Talk*. Ralph Hinman, manager of Business Protective Bureau of Wichita Chamber of Commerce, conducts series, which features information to listeners about swindle practices and fosters performances of legitimate business. Mr. Hinman has warned listeners throughout Kansas and northern Oklahoma against phony anti-freeze, phony oil and gold stocks, religious rackets, medical quackery, fake salesmen and fake solicitations. The programs have urged people to trade with reputable business men and promoted honesty and faith in legitimate doctors, and have exerted tremendous influence on listeners.

PUBLIC SERVICE

KTTV (TV) Los Angeles will carry *Saints and Sinners All-Star Marathon* Sat., Jan. 12, 11:15 p.m. (PST) until conclusion. Sam Mannis will act as master of ceremonies of public service telecast to raise money for Saints and Sinners (philanthropic organization of local business and professional men) Milk Fund. Personalities and acts from entertainment world will entertain and accept contributions from TV stage. Stanley Cowan will produce and Bob Hiestand will direct.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

Training Course Cited

CEASE and desist order has been filed against Radio Training Assn., Los Angeles, by the Federal Trade Commission for alleged misrepresentation of radio-TV correspondence courses. Firm was ordered to cease claims that its course is capable of training technicians or repairmen in radio and television. Order also cited claim that persons completing the course become qualified to hold high-salaried positions in the industry.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

HOLIDAY SPIRIT

Networks, Stations Stage Yuletide Events

THE HOLIDAY season has been a series of red-and-green letter days on programming calendars of radio and TV networks and local outlets from coast-to-coast.

Many extra network shows were scheduled as the industry gift to the public, apart from regular commercial programs on which the holiday theme, as usual, has been dominant.

Holiday concerts were carried almost daily on the NBC Radio Network with programs leading to a Christmas Eve climax when the Trapp Family, singers who specialize in European folk tunes, gave a concert. Music on other programs was provided by college and industrial choirs including those from U. of Michigan; Columbia U.; Northwestern U.; Baltimore & Ohio Railroad Co., and the duPont Co.

NBC Television's Christmas Eve highlight was a program from 11 p.m. to midnight EST with Actor Charles Laughton giving holiday readings. From midnight to 2 a.m., both NBC-TV and ABC-TV telecast pontifical midnight mass at St. Patrick's Cathedral in New York. A Protestant Episcopal Christmas Choral Communion Service, held in the National Cathedral in Washington, D. C. was telecast on NBC from 11 a.m. to noon Christmas Day.

Adequate advertising

helps business manufacture more customers at low cost.

Your advertising in Printers' Ink tells the leading **buyers** of advertising how **your station** can help them manufacture more customers in **your market**— at low cost.

CBS Radio scheduled 18 choirs and choruses for pre-Christmas week broadcast. Performing choirs included the Hampton Institute Cappella group; the Boys Town (Neb.) Choir, the Schola Cantorum of the Saints Cyril and Methodius Seminary at Detroit, composed of 40 students for the priesthood who sang Gregorian chants.

CBS Radio emphasized Christmas music of all kinds for late afternoon Dec. 24 to early Christmas morning. Ancient Christmas carols dated as far back as 500 A.D. were sung on afternoon programs and at night. Madrigal singers—with harp accompaniment—performed polyphonic compositions for small vocal groups, dating from the 15th Century to the present. The Boston Society of Ancient Instruments broadcast until midnight, at which time the Robert Chorale, with Eileen Farrell as soloist, sang standard Christmas carols for an hour.

CBS Television presented two special religious broadcasts Christmas Eve, both originating in churches: From 11 p.m. to 12:30 a.m. EST, services in St. John's Episcopal Church, Washington, D. C., were scheduled for network coverage, followed from 1-2 a.m. EST by the Roman Catholic High Mass from Memorial Chapel in Boys Town.

ABC Radio has been celebrating the holidays with religious broadcasts, variety shows, special events, dramas, comedy shows, and musical programs. Christmas Eve broadcasts of *The Story of the Nativity* were followed by a half-hour of Christmas calls between American servicemen stationed overseas and their families at home. A star-filled variety program, with Edward Arnold as host, was aired until 11 p.m. EST, when choirs, glee clubs, choruses and orchestras presented Christmas Carols.

The following day, a special program, *Christmas in Europe*, was broadcast over ABC Radio from Paris, produced through Marshall Plan cooperation. *The Joyful Hour*, produced by Father Patrick Peyton and starring Pat O'Brien and Ruth Hussey last year, was rebroadcast from 9-10 p.m. EST Dec. 25.

MBS carried a full hour (2-3 p.m. EST) of conversations between soldiers of the Far East battle zone and their relatives at home on *Mutual of Omaha Calling* on Christmas Day. Domestic origin was handled through MBS studios in New York, San Francisco and Omaha while soldiers were heard from Gen. Matthew Ridgway's Tokyo headquarters and from special remote facilities in Tokyo General Hospital, a long-distance hookup involving some 22,000 miles of facilities. The Christmas event was sponsored for second consecutive year by Mutual Benefit Health and Accident Association of Omaha, Neb.

Individual stations, too, celebrated the holidays by religious public service and sale-boosting programs and announcements.

In The East

WCCM Lawrence, Mass., contributed to the Yuletide atmosphere by piping Christmas carols from a studio turntable to loudspeakers atop its building. Because George H. Jaspert, WCCM president, believed dawn-to-dusk caroling would be an annoyance to some persons in the business district, the carols were aired only at specific intervals.

WCOU-AM-TV Lewiston, Me., put on a *Mammouth Command Performance Christmas Party* featuring local stage and radio entertainment. Listeners were invited to call in and request a tune and artist, donating money for underprivileged children. Local Junior Chamber of Commerce distributed funds. Over $500 was contributed during three-hour program. Station reports calls were received from all over state.

WCCC Hartford devoted its entire broadcast time on Christmas Day to special music programs. Also, throughout the day ministers of various Christian faiths were heard on recorded messages.

The *John Gambling Club*, heard weekdays, 3-3:25 p.m. over WOR New York, arranged system whereby children of listeners have been getting messages direct from Santa Claus. Parents sending stamped envelope bearing child's name to Santa Claus Gambling, c/o WOR, New York 18, enable child to receive greetings postmarked Santa Claus, Ind., where mail has been flown free by Eastern Airlines. From there messages were inserted in envelopes and mailed back to children.

WQXR New York arranged special fare, including South American folk songs observing the holiday.

WMGM New York, in addition to its Christmas programs, co-sponsored with the U. S. Navy annual Christmas party attended by some 350 underprivileged children aboard the *USS Prairie State*.

WNYC New York's programming included a Christmas Eve Broadcast of carol singing by an estimated 2,000 persons at the Christmas tree in Washington Square, Manhattan. The station also broadcast portions of a Dec. 22 party given by the city for some 200 underprivileged and handicapped children.

Stars of radio, TV and theatre entertained over 100 hospitalized GI's at Mitchel Field Air Force Base at a Christmas party given Dec. 23 by WHLI Hempstead, Long Island, N. Y. Program was taped by station and broadcast the following day, 2-2:30 p.m. Broadcast was heard by patients who were unable to attend show in mess hall. Arthur E. Paterson Jr., WHLI public affairs director, supervised production.

WNBZ Saranac Lake, N. Y., provided toys for less fortunate children through its program, *Santa's Juke Box*. The show was originated by Ray Turner, WNBZ program director.

WNJR Newark, N. J., aired 13 hours of special programs Dec. 24-25.

WFIL Philadelphia scheduled a full evening of special Christmas programs for Dec. 25. WFIL-TV Dec. 24 presented a dramatization of *The Story of Silent Night*.

Teamsters Union, (AFL), Joint Council, Local 463, presented over WIP a series of 11 special Christmas programs, also to include two special New Year's programs.

More than 30 special Christmas programs were scheduled by WIP Philadelphia for the Christmas season. Among the stars who appeared were Charles Laughton, in Charles Dickens' "Mr. Pickwick's Christmas," Perry Como was featured in his own special Christmas program telling an unusual Christmas tale.

Larry Caldwell, "the milkman" at WPIC Sharon, Pa., and his listeners "adopted" a family for

(Continued on page 72)

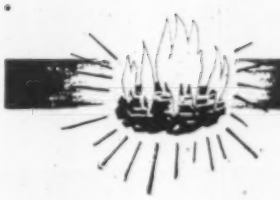
TOPS IN OUT OF HOME LISTENING

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

U. S. ENERGY REQUIREMENTS MAY DOUBLE BY 1975!

Growing population, increasing production, and expanding needs for electric power all may combine to double this nation's energy requirements by 1975. Weighing these factors, a coal industry magazine forecasts that when this occurs, America's coal mines will have to produce coal at a rate of a *billion tons a year!* Even at such a rate—almost double current output—America's coal reserves are enough to last for centuries. More than 90 per cent of our total fuel resources—coal, petroleum, oil shale, natural gas—are coal.

NEW MINES AND NEW MACHINES.

In the last five years America's coal industry has opened or placed in development over 800 new coal mines, more than enough to offset mines that have been worked out or closed for other reasons in this period. On these new mines, and on new machines and new preparation plants, the coal industry is spending hundreds of millions of dollars a year. This testifies to the industry's efforts to strengthen its competitive position, give coal users a better product at the lowest possible cost, and to earn a reasonable profit.

MANY OF EUROPE'S DOLLARS BEING SPENT ON COAL.

It became clear during the recent Rome meeting of the NATO Council that lagging European coal production is the number-one production bottleneck. A special dispatch to the *New York Times* says that more time was spent discussing ways to get more coal than any other subject except actual defense production. It is estimated that if Europe's mines could produce 5% more coal it could get back on its own economic feet. As it is, a large proportion of badly needed American dollars is now being returned to this country as payment for U. S. coal required to meet Europe's fuel deficiencies. More than 32 million net tons of U. S. bituminous went to Britain, France, Italy, and other European countries in 1951, compared with less than a million tons in 1950. It looks now as if overseas shipments of U. S. coal in 1952 will be even greater.

STEEL AND ELECTRIC POWER—COAL'S BIGGEST CUSTOMERS.

Electric utilities and the steel industry are now running neck and neck for first place in the roster of coal's customers. Steel output in 1951, reported as 105 million tons, required 105 million tons of coal, if the ton-for-ton yardstick is applied. Electric utilities used 102 million tons of bituminous coal in 1951, passing the 100-million-ton mark for the first time. Both steel and the electric utilities will require considerably more coal in 1952.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Holiday Spirit

(Continued from page 70)

Christmas during his 8:05-9 a.m. show. Mr. Caldwell's campaign for a family of nine children and a blind father garnered $250 and quantities of canned goods, clothing, toys and a Christmas tree. He also sponsored an "Adult Letters to Santa Claus" contest for grown-ups. Prizes were a man's wristwatch and an automatic toaster.

WBUD Morrisville, Pa. scheduled a three-day, 50-hour *Christmas Caravan*, which began Dec. 23.

In The South

WGAY Silver Spring, Md., altered its schedule on Christmas Day to present its annual four-hour Christmas festival. Production was handled by Ernie Tannen, program director, and Chuck Dulane, news and special events director.

A contest was conducted by WMAL Washington, *Evening Star* station, with letters solicited by Jim Gibbons on "Why I should give to the less fortunate at Christmas." Promotion was tied with appearance of Sammy Kaye's orchestra at the National Guard Armory. Top prize was a $400 Sylvania TV set from Nash Kelvinator dealers. Large number of slogans were sent to Mr. Gibbons along with canned food for his annual yuletide Country Store in downtown Washington.

WWDC Washington held a Christmas Party with entertainment for the District of Columbia Home for the Aged and Infirm Dec. 21. First half-hour was aired over WWDC. In addition to the show, gifts and $2 cash was distributed to each resident of the home.

WOL Washington conducted *Operation Santa Claus*, a special documentary on transportation of Korean and other wounded veterans from service hospitals to their homes for Christmas. Program was heard Christmas Day.

Novel public service promotion was instituted by WBAL-TV Baltimore, which featured individual station talent on eight-second station break films. Seasonal spots began Dec. 15, with personalities wishing listeners a Merry Christmas and urging support of charities and campaigns for Christmas Seals, Salvation Army, CARE packages and highway safety.

In addition, WBAL played Santa Claus to more than 400 children Christmas morning when it presented a two-hour radio and video show direct from a skating rink in Baltimore's Carlin's Park. The children, invited through the Salvation Army, were given toys, candy, prices and food while they met stars of WBAL and WBAL-TV.

Choir renditions of Christmas music and season's messages from area pastors accented WSVS-AM-FM Crewe, Va.'s Yuletide programming. Fred Oginz and station's special events department visited churches in adjoining towns and tape-recorded unusual production numbers of various choirs. Program was aired at 3:30 p.m. Christmas Day.

WTVR (TV) Richmond reported huge success with its show, *Santa's Workshop*, which began Saturday, Dec. 1, and was repeated weekly until Dec. 22.

WLAG La Grange, Ga., claimed the highest "Merry Christmas" sign in west Georgia. The station has erected three-foot letters high on its FM tower. Entire project was carried out by station personnel.

WMBM Miami Beach, Fla., aired a six hour show entitled *The Christmas Card* Dec. 25. Guest stars appeared.

Thirty Korean war casualties, hospitalized at Fort Campbell, Ky., were able to "get home" for Christmas, thanks to a service provided by WHOP-AM-FM Hopkinsville, Ky. Station tape-recorded the voices of veterans, enabling them to give personal messages to loved ones and made them available to the folks back home.

In The Midwest

Children in four hospitals benefitted from a Christmas fund launched back in November by WLW Cincinnati. Judy Perkins and Ernie Lee of station's *Morning Matinee* have counted some 32,000 pieces of mail and nearly $40,000 from listeners. Props used were a contest (asking listeners why they like the program) and a calendar of the pair, sent to all who contributed $1 or more.

WLW correspondents abroad delivered a total of 53 Christmas messages from servicemen to loved ones in the Ohio Valley. Spadework was done by London Correspondent Vincent Evans and Korean Reporter Robert Schakne. Of total, seven were supplied by Army informational services, the remainder from personal interviews by WLW correspondents. Families involved were alerted to broadcast time.

Climaxing its "help-a-needy" campaign, WLWD (TV) Dayton, Ohio, and the entire staff appeared on the *Betty Ann Horstman* program Dec. 21. Purpose was to wish all viewers and clients a Merry Christmas and express thanks for contributions. Drive got underway with WLWD's adoption of a family earlier in month but deluge of donations made it possible for station to take care of 12 families. Gifts ranged from trees to baby food and were displayed in TV studios to viewers.

Bill Ingram, newscaster at KSTP-AM-TV Minneapolis-St. Paul, played Santa Claus to a financially destitute family. He brought $5,885.62 in cash and $1,000 worth of food and clothing to home of Mrs. Ben S. Sanchez and four children, left fatherless by a fatal stabbing. Mr. Ingram asked donations on his radio and TV shows. Condition of family was discovered by KSTP's sound-on-film department in covering tragedy.

WTMJ-AM-TV, Milwaukee *Journal* outlet, got into the Christmas spirit on at least two levels—entertaining 1,000 children between ages of 8 and 12, and airing radio-TV coverage of special church services. Youngsters from orphanages and civic groups were entertained in studios of Radio City by Foreman Tom, featured on daily TV western shows. Special church services were carried on radio-TV Dec. 22-25. Telecasts included midnight mass at St. Robert's Catholic Church and candlelight service from Evangelical Lutheran Church.

A roundup of church services was a highlight of WIND Chicago's Christmas Day schedule. Program was inspired in part by record snow which paralyzed traffic and was aired from 2:05-4 p.m. Portions of services originated from the Salem Lutheran, First Presbyterian, Chicago Temple Methodist, Great Bethesda Baptists and St. Andrews Catholic churches.

KMTV (TV) Omaha on Christmas Eve originated what it considers the first network telecast of a religious service from that city. The station telecast Midnight Mass from Boys Town, founded by the late Father Flanagan, just west of Omaha. Nearly $40,000 worth of technical equipment was set up inside the Boys Town chapel for the event.

The third annual Lions Club-WMBD Peoria, Ill., Christmas Party raised enough canned foods to fill 850 baskets for distribution to needy families. Entertainment included WMBD's *Juvenile Theatre* and the WLS Chicago comedy team, Homer and Jethro.

WJMO Cleveland General Manager Dave Baylor felt it wasn't proper to sandwich such hymns as "Adeste Fideles" and "Silent Night" in between "hot popular" tunes. Mr. Baylor felt also that the common practice of playing such music weeks before the holiday detracts from Christmas. Accordingly, WJMO did not play serious Christmas music until Dec. 23.

KWAD Wadena, Minn., reported that its annual Empty Stocking Fund for needy children in the area was an outstanding success. KWAD has won the cooperation of local businessmen who perform in exchange for listeners' contributions.

WHBC Canton, Ohio, claims a record in having the same man as "Santa Claus" for 20 years and challenges any other station on that score. Children of young Canton citizens listened to the same "Santa's" voice which their parents did in many cases.

A Minneapolis father of two, wanted for desertion of his family, surrendered to police in Rock Island, Ill., after hearing Christmas carols over the public address system of WHBF-TV Rock Island.

KFH Wichita, Kan., entertained some 2,000 under-privileged children at a three-hour party Dec. 22. Project was co-sponsored by Salvation Army and local VFW. Individuals and firms donated truckloads of toys and foodstuffs. Entertainment included jugglers, skaters, musicians, dancers and magicians. Don Anderson, KFH chief announcer, was m. c.

Christmas spirit also prevailed at Luther Weaver & Assoc., St. Paul advertising agency, which authorized CARE to send packages of food in the names of its clients to the needy of other countries. Idea was conceived by Don Gardner, agency radio director. CARE acknowledged the blanket order and also included copies of letters

In Greater Grand Rapids
...the most ears
are WOODpecked!

WOOD

5000 WATTS • NBC AFFILIATE
AND WOOD-TV
GRAND RAPIDS, MICHIGAN

Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV
Indianapolis
●
KATZ AGENCY

CHNS
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

it had written to the agency's clients expressing appreciation for the contribution.

In The West

More than 1,000 soldiers, sailors and marines had a special Christmas party (with more than 5,000 individual presents) aboard the troop transport, *USS Jackson*, thanks to the efforts of Jane Todd, KCBS San Francisco.

KPIX (TV) San Francisco featured the Walt Disney Christmas Show Dec. 25. TV receivers were installed in children's wards of area hospitals.

KYA San Francisco and 484 LBS stations carried *Christmas Eve in San Francisco.*

KRON-TV San Francisco scheduled presentation of a 140-voice choir in an hour-long production of "The Messiah" Dec. 23.

KNBC San Francisco aired a special Christmas show from the home of Luther Burbank in Santa Rosa, Calif.

KGO-TV San Francisco telecast Midnight Mass from that city's St. Mary's Cathedral. The station has twice before won honors from the San Francisco chapter of the Academy of Television Arts & Sciences for this telecast.

The men of the 40th California National Guard Division in Japan were recipients of a Christmas surprise, thanks to a project launched by KITO San Bernardino. Station arranged series of phone calls enabling parents, wives and sweethearts to talk to GIs in Japan. Forty minutes of conversations recorded by KITO and aired twice Christmas Day. Costs were borne by two local banks. KITO also carried tape recordings of season's greetings from other 40th Division members to their families.

KEX Portland, Ore., aired transcribed announcements each day which emphasized the number of shopping days remaining before Christmas. The announcements, broadcast as a service to retail merchants, also made gift suggestions.

KIST Santa Barbara, Calif., dangled a wreath of mistletoe from top its transmitter to invite romantically-inclined listeners to be KI-S-T.

KFEL Denver's Ray Perkins on Christmas afternoon aired special recorded presentation of the opera, "Hansel and Gretel." Presentation of this opera has come to be an annual Christmas Day broadcast of the *Ray Perkins Show.*

There was warm praise generally, too, for radio and TV networks and stations who contributed time for promotion of the 45th annual Christmas Seal drive of the National Tuberculosis Assn. Campaign opened Nov. 19 with broad support from national and local sponsors, commentators and announcers, producers and writers and advertising agencies, as well as stations and networks.

"All participants in the radio and television industries have been exceptionally generous this year," according to Dr. James E. Perkins, NTA managing director.

An unusual Christmas touch was added by Art Schofield, director of research and promotion for Paul H. Raymer Co. He sent out Christmas cards postmarked at "Schofield, Wis."

Representatives of TV stations in Holland and Brazil sent home video recordings of Christmas greetings they made with Chris J. Witting, director and general manager of the DuMont Network in cooperation with the State Dept.'s Voice of America.

Interviewing Mr. Witting for audiences in The Netherlands was Joseph Stoppelman, New York correspondent for Het Vrije Volk. Present from Brazil were Crispin Santos, the Brazilian voice of Warner Bros. newsreel; Alfio Reis-D'Avila, commercial director of Television Paulista in Sao Paulo, and Armando Nauerth, assistant commercial director.

POLITICS

Equal Time Problem Looms for Radio

THE PRACTICE of one political party demanding free network time commensurate with that offered to another party for partisan speeches loomed in the background of political circles last week.

The question was raised anew in connection with what was considered a frankly political speech made by Frank E. McKinney, Democratic National Committee chairman, before the organization's midwest chapter in Chicago Dec. 13.

Mr. McKinney, a stockholder in Universal Broadcasting Co. (WISH Indianapolis, Ind.), had attacked the *Chicago Tribune* and its publisher, Col. Robert R. McCormick, as well as certain segments of the Republican party.

The address was carried as a public service or free-time feature by the Mutual Network in which, paradoxically, the newspaper holds 19.3% interest. The *Tribune* owns WGN Inc. (WGN-AM-FM-TV Chicago), which broadcast the address "live."

While questioning the propriety of such an attack, GOP officials said they had no plans at present to demand equal time from the network. In any event, they said no attempt would be made to answer the attack.

Mr. McKinney told the Democratic National Committee midwest delegates that he "condemns the actions of those Republicans—including newspaper publishers—who belittle every constructive thing accomplished by the government of the greatest nation on earth." He bracketed the *Tribune* with Russia's *Pravda*, claiming both "edit the news to fit a party line."

The Democratic committee chairman earlier had called a news conference to refute implications in connection with a profit he derived from a stock purchase in Empire Tractor Co. He also told reporters that "somebody is snooping around" with respect to a television application he and Indianapolis associates have filed with the FCC [B•T, Dec. 17].

Free Time Problem

FCC is looking into the question of libel in connection with political broadcasts [B•T, Dec. 3], but the problem of free time has never been successfully resolved.

The general practice of networks and stations has been to grant free time for "answering" political speeches made by each party. The chain of events does not cease there, however, since each party prefers to use the time, not for answering charges but putting across its own points.

A hint of the current disfavor at GOP quarters is a recent national committee newsletter which calls President Truman to task for making a political speech at the taxpayers' expense. It cited a Cleveland *Plain Dealer* editorial charging that the Truman administration spends public funds for radio, television and other media. Mr. Truman had castigated the GOP for trying to "buy" the next election.

The latest Truman speech was aired free on ABC and LBS last month before a women's Democratic group when Mr. Truman returned briefly from Key West, Fla. ABC had simulcast another talk by Mr. McKenney last month from New York.

The issue has been smoldering beneath the surface for months. A recent example was a charge by Sen. Robert Taft (R-Ohio) before the Senate Subcommittee on Elections & Privileges that his opponents spent—but failed to report—$75,000 paid to MBS for a series of broadcasts by Commentator Frank Edwards. The broadcasts, he charged, were "devoted principally to attacks on me and against my re-election" ([B•T, Dec. 3].

Taft Refuses to Buy

Last spring the Senator's office reported a policy whereby Sen. Taft would not buy any time on Mutual because of Mr. Edwards' broadcasts [B•T, March 12].

Mr. Edwards originates his broadcasts in the nation's capital. Key stations of MBS are WWDC and WASH (FM). WWDC assumed the network affiliation from WEAM Arlington, Va.

Mr. Edwards is sponsored by the American Federation of Labor which, one station official reported at the time, took a dim view of the WEAM-Mutual affiliation because of union issues. The labor union spends a considerable amount for the Edwards series.

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

In Canada more people listen* to

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*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

Representatives:
United States—Adam J. Young Jr. Incorporated
Canada—All-Canada Radio Facilities Limited

LBS AFFILIATES
Adds 11 New Outlets

ELEVEN stations in the tri-state steel-producing area of Pennsylvania, West Virginia and Ohio have joined the Liberty Broadcasting System, according to Gordon B. McLendon, president of the network. Additions bring the total LBS affiliates to 442.

New stations are WEDO McKeesport, WBVP Beaver Falls, WCVI Connellsville, WABC Kittanning, WKRZ Oil City, WESA Charleroi, WCED Du Bois, WKJF (FM) Pittsburgh, all Pa.; WEIR Weirton and WMOD Moundsville, W. Va., and WOHI East Liverpool, Ohio.

Negotiations for the signing were handled by Bruce Collier, LBS station relations director, and Ed Hershberg, WBVP, who is president of the Industrial Broadcasting System, which is composed of the 11 outlets. The new link, according to Liberty, will now give the network an audience of more than 5 million in the steel center for its 16-hour daily schedule.

Thomas A. Ross

FUNERAL services for Thomas A. Ross, 31, Beverly Hills advertising agency executive, were held Dec. 23 at Recita, Calif. Mr. Ross, account executive of The Irwin Co., was killed when his automobile went out of control while he was en route to his Van Nuys home early Dec. 22. Surviving are his wife, Helen, and a son Kenneth, 3.

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AFCCE IN '52
Sees Heavy TV Workload

By GEORGE C. DAVIS
President, Association of Federal Communications Consulting Engineers

FOR 1952, I expect the television hearings to be complex and intensely competitive on technical as well as other bases. The engineers' role will be to assist in the most efficient allocation of television facilities and I fully expect that well over 50% of the consulting engineers' work in 1952 will be devoted to allocation matters with detailed construction problems and measurement of coverage occurring principally in 1953 and thereafter.

Mr. Davis

New fields of exploration on propagation information will be open when UHF and VHF stations operate from sites in the same area. Studies presently made and now on file in the record in the current television allocation proceedings demonstrate the great disparity of UHF and VHF coverage in rough and mountainous terrain. These studies clearly indicate that VHF should be used wherever possible for greater service to the U. S. public.

I foresee a very active year in the broadcasting and telecasting field which may well be compared to the proceedings before the FCC following the adoption of new methods of interference measurements in the AM field in February of 1947.

FCC actions

DECEMBER 21 THROUGH DECEMBER 27

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 26 Decisions...
BY COMMISSION EN BANC

Following stations granted renewal of licenses for regular period: KVOL Lafayette, La.; KCOR San Antonio; KXOL Fort Worth; WDOK Cleveland; WLOI LaPorte, Ind., and KOL Seattle.

Granted CP

WTAD Quincy, Ill.—On petition for reconsideration, removed from hearing docket and granted application for CP to increase power from 1 kw-D to 5 kw-D (operating fulltime on 930 kc with 1 kw-N).

December 26 Applications...
ACCEPTED FOR FILING

Modification of CP

WERH Hamilton, Ala.—Mod. CP, authorizing power increase, etc., for extension of completion date.

WROS Scottsboro, Ala.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

KXLR North Little Rock, Ark.—Mod. CP, authorizing frequency change, power increase, DA-N, etc., to change trans. location, etc.

KLIX Twin Falls, Idaho—Mod. CP, as mod., authorizing frequency change, power increase, DA-DN, change trans. location, etc., for extension of completion date.

WKNK Muskegon, Mich.—Mod. CP, authorizing power increase at night, change in DA, etc., for extension of completion date.

KGEZ Kalispell, Mont.—Mod. CP, authorizing frequency change, DA-DN, etc., for extension of completion date.

KDSJ Deadwood, S. D.—Mod. CP, authorizing frequency change, power increase, DA-N, etc., for extension of completion date.

KACE Dallas, Tex.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WFAN (FM) Washington, D. C.—Mod. CP, authorizing change of ERP, trans., studio location, ant., etc., for extension of completion date.

WLEU-FM Erie, Pa.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

KANU Lawrence, Kan.—Mod. CP, as mod., authorizing new non-commercial education FM station, for extension of completion date.

License for CP

WIFM Elkin, N. C.—License for CP, as mod., authorizing new AM station.

WORD Spartanburg, S. C.—License for CP, authorizing power change, DA-N, etc., and trans. location change.

KWTN Crystal City, Tex.—License for CP, as mod., authorizing new AM station.

KGKB Tyler, Tex.—License for CP, authorizing new trans.

CP for CP

WBBZ Ponca City, Okla.—CP to replace CP authorizing change in studio and trans. locations.

KWHT Wheatland, Wyo.—CP to replace CP authorizing new AM station.

License Renewal

Following stations request renewal of license:

KLVT Levelland, Tex., and WHLV-FM Niagara Falls, N. Y.

Applications Returned

Following applications for renewal of license RETURNED:

WJBB Haleyville, Ala., and KTRF Thief River Falls, Minn.

(Continued on page 79)

FCBA OUTLOOK
President Porter Looks To TV Freeze Thawing

By WILLIAM A. PORTER
PRESIDENT, FEDERAL COMMUNICATIONS BAR ASSN.

THE HEARING conducted by the Federal Communications Commission on its proposed television allocation plan, on the basis of written presentations in lieu of an oral hearing has resulted in the submission of approximately 1,500 documents.

Mr. Porter

The Commission has uniformly denied requests for oral presentation of testimony in this proceeding. Unquestionably, this procedure has resulted in a substantial saving of time and has made possible a decision on the allocation plan within the next few weeks. With this decision will come a lifting of the freeze and the acceptance of television applications by the Commission for processing.

In those instances where an application may be granted without hearing, construction can be commenced at an early date. However, relatively few applicants whose applications are required to be heard can expect final decisions in time to get into operation during 1952.

The Commission's examiners will be faced with a staggering docket and the time required to hear a case and prepare an initial decision thereon will be substantial.

If the Commission arrives at a decision on its allocation plan and lifts the freeze by Feb. 1, 1952, and if it allows a period of 60 days for the filing of new applications, hearings might conceivably commence in May.

Since these hearings will be complex, and time-consuming, it is not unreasonable to anticipate that it will require many months of intensive work to bring the television hearing docket into a reasonably current state.

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MBS Honored

PLAQUE for public service activities on behalf of veterans was presented to Mutual by Disabled American Veterans during special documentary broadcast, *The Greatest Gift of All*, at 10:30-11 P.M. EST last Monday. Award was accepted by Frank White, MBS president, at conclusion of program, which deals with supplying fresh blood and plasma for the wounded in Korea.

UNION CONTRACT
WCFL, IBEW Agree on Terms

FINAL contract terms have been settled between WCFL, Chicago Federation of Labor station, and the International Brotherhood of Electrical Workers (IBEW), with the latter gaining a liberal severance clause. The one-year contract, effective Nov. 20, provides that any technician or engineer who is fired, laid off or resigns, receives severance pay totalling one week's salary for every year of service.

Contracts, signed Monday, were negotiated by Art Harre, WCFL manager, and Walt Thompson, president, IBEW, Local 1220. Terms also provide for a $10 wage increase in two installments.

Wage Stabilization Board denial of a joint petition of IBEW and WBKB (TV) Chicago, for reduction of the escalator clause in a new contract, will be appealed this week. Board claims no precedent for reducing the length of service (proposal was from four to three and one-half years) had been set locally. It approved, however, contract stipulations providing for increases in starting and intermediate salary scales, and fringe benefits including three-week vacations and holiday pay.

WBKB (TV) contract is retroactive to May 1 and expires Sept. 1, 1952. It provides for a starting wage of $80 instead of $72.50, with the maximum remaining at $137.50. An extension of contract between Local 1220 and WLS carries with a new top scale of $145, increased from $137.50.

On All Accounts

(Continued from page 19)

Mexico for a three-week vacation during the holidays, live on Chicago's near north side, complying with a standing rule that the house be within a 50-cent cab ride from work.

A surrealistic painter by necessity, "because I can't paint anything recognizable although I want to desperately," Florence Murdoch's office is replete with original moderns from Mr. Ludgin's collection, and she escapes from the bustle of business into a somber, peaceful country scene above her desk. She ignores a raucous composition on another wall, which an office colleague terms " a joke on too broad a canvas."

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

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If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Wanted: Manager, commercial manager, copywriter, two combo men for new daytime station in southern resort turned boom town by defense project. Box 814L, BROADCASTING.

Openings for engineers, announcers, salesmen. Starting operation January. Address inquiries with full details first letter to WAKN, Aiken, South Carolina.

Managerial

Wanted: Station manager with successful record. Send picture, references, biography to H. R. Winsor, WBYS, Canton, Illinois.

Salesman

Salesman-commercial manager, single station southern market, 1000 watt daytime. Commission on gross income. Box 770L, BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account servicing. Good draw against 15%. Send complete details, air mail. P. O. Box 112, Gloversville, New York.

Oil! Gas! Agriculture! We have these—what we need is salesman to grow up with new station in booming small town. Unlimited opportunities, no competition, friendly town, substantial market, $300 guaranteed per month, you take it from there. Apply KVBC, Box 1117, Farmington, New Mexico.

Salesman—Opening in rich Fox River Valley area. Prefer man state Wisconsin, near middlewest. Salary plus commission. Send complete letter Commercial Manager, WHBY, Appleton, Wisconsin.

Announcers

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Morning man needed for 5000 watt midwestern network affiliate. Need man who can take off where present morning man leaves and build still further. One who has personality, selling ability on the air, complete knowledge of music, control board operation. One who can cooperate with management. Write giving complete background, photo and disc or tape sample of work, all replies confidential. Write Box 752L, BROADCASTING.

Experienced announcer for 1000 watt southern station. Send disc and details. Box 771L, BROADCASTING.

Announcer-salesman: Fine opportunity for dependable man experienced in competitive market selling. No personality or DJ work involved. Good salary and commission, depending on experience and ability. Fine Kentucky city. Send all first letter. Box 787L, BROADCASTING.

Immediate opening combination man, Georgia network affiliate near Atlanta. Favorable salary. Excellent working conditions. Write or wire Box 788L, BROADCASTING.

Experienced announcer for live wire CBS station. Write full particulars, send voice transcription to KSWM, Joplin, Mo.

Wanted, experienced announcer holding first class engineer ticket. Emphasis on announcing. New 1000 watt Mutual station. $70 for six day, 48 hour week. No phone calls. Do not send auditions or other returnable material. Write Wm. T. Kemp, KVWO, Box 926, Cheyenne, Wyoming.

Wanted—Two announcers with first phone license immediately. Forty hour week salary, $45.00 to $65.00 commensurate with ability. WACA, Camden, South Carolina.

Help Wanted (Cont'd)

Long pay—short hours! One of nation's most prosperous small market daytime independent stations located in booming west Texas city eight thousand population will have opening after January 15 for announcer with first ticket. Six day work week requiring fifteen to twenty-five hours assisting announcing. We maintain three tickets for twelve hour daily operating schedule and six qualified microphone men. Preference given applicants now employed southwest. Salary scale minimum three hundred monthly and up depending application on job. This is five station connection where opportunity exists for those who are congenial, wish to apply themselves, stay permanently and grow with us. All letters of inquiry answered. If acceptable traveling expenses paid. Send details and audition disc, wire or tape to Manager, KTFY, Brownfield, Texas.

Announcer-engineer for Mutual outlet, 40 miles Atlanta. Send disc and details. WBHF, Cartersville, Ga.

Experienced announcer, evening shift. Opportunity for disc show, 1000 watt CBS affiliate. Contact Lew Carter, WFMD, Frederick, Maryland.

Announcer wanted, interested in announcer for regular staff work, prefer residence of N. C., S. C., or Virginia. Contact Allan Wannamaker, Radio Station WGTM, Wilson, N. C.

Wanted, engineer-announcer at once. Radio Station WHLN, Harlan, Kentucky.

Wanted, combination, announcer-engineer, emphasis on announcing. Must have 1st class license, car and be draft exempt. Good working conditions, MBS network station. 48 hours, 6 day week, salary $300.00 per month. Send full details, disc, snapshot first letter. Manager WKWF, Key West, Florida.

Need experienced announcer. Start $60.00 per week with advancement. Good place for right man. No drifter, capable, clean, sober, good fish'n hunting, contact immediately WMGR, phone 777, Bainbridge, Ga.

Announcer-engineer, first phone. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Dual network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

Immediate opening for experienced combination man with emphasis on announcing. Good pay. Rush photo, disc and data. WONN Lakeland, Florida.

New England fulltime independent has opening for announcer with ticket. Good base for 40 hours, overtime, talent, 5 day week. Full information by contacting Manager, WTWN, St. Johnsbury, Vermont.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Combination announcer-engineer wanted for chief engineer's job by station in Hawaii. Good, permanent position for the right man. Experience in maintenance of speech and RF gear essential. Preference given to experienced small station chiefs. Send full details plus audition tape to Box 765L, BROADCASTING.

Help Wanted (Cont'd)

Engineer wanted. Starting salary $60 for 45 hours. Experience not necessary. Give information first letter. Box 799L, BROADCASTING.

Need combination announcer-engineer for Minnesota station. Want man technically able to handle chief engineer's job. Good salary. Mail details. Box 809L, BROADCASTING.

First class transmitter operator. No experience required. Car essential. Middle Atlantic. Reply Box 813L, BROADCASTING.

Engineer network station, experience preferred, but not required. Good wages, steady employment, pleasant town. Write Jack Breece, Manager, KOVE, Lander, Wyo.

First phone engineer for transmitter control room. Pleasant surroundings. Carl Meyer, WCMY, Ottawa, Illinois.

Engineer with first phone license for transmitter duty needed at once. $50 for forty hours. Overtime during summer hours. Car necessary. 1000 watt daytime operation. Contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer. First class. $240 month. 40 hour week. Time and half paid. Raises. Excellent opportunity. Phone or wire now. WCVA, Culpeper, Virginia.

Wanted: First class transmitter operator. No floaters. Apply full details first letter to WEEB, Southern Pines, North Carolina.

Have immediate opening for transmitter operator. Experience not necessary. Prefer single man. Call 5252, WEPM, Martinsburg, W. Va.

Engineer-announcer with first class license. Good pay and working conditions. Accent on announcing. If you're a top announcer, you are our man. Write full details, experience, salary, etc. John Garrison, WFUN, Huntsville, Ala.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Olean, New York, for further information.

Will train inexperienced licensed engineer for 6 a.m. to noon announcing shift. Good future, guaranteed housing. 250 Mutual near seashore, good hunting, fishing. Immediate opening. Air mail details WHIT, New Bern, N. C.

Immediate opening first phone qualified engineer. Write Manager, WKWF, Key West, Florida.

Modern progressive station in heart of Lake Erie vacation land has permanent position for engineer. Excellent salary and generous vacation plan. Contact Chief Engineer, WLEC, Sandusky, Ohio, immediately.

Radio test technicians and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians earn up to $120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayrhauser, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

Help Wanted (Cont'd)

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer or announcer-engineer, immediate opening. WVOS, Liberty, N. Y.

Production-Programming, Others

Program director for 1000 watt southern daytime station. Send disc and details. Box 772L, BROADCASTING.

Fulltime New England independent looking for program director with good personality, good voice, and radio "knowhow." 15 on staff. Will involve two station package. Excellent opportunity in unusual setup. Town of 10,000. Box 786L, BROADCASTING.

Experienced radio copywriter, to head department and service several top accounts. Man preferred. Heavy work schedule. Copy aimed at mass audience. Starting salary $275-$300 plus bonus arrangement based on ability and experience. Station is top independent with TV application. Complete details first letter. WBOK, New Orleans.

Newsman, experience in gathering, writing and broadcasting, to join news staff of leading station in Ohio's third largest market. Send letter, sample news copy, photo and et or tape audition to Program Director, WKBN, Youngstown, Ohio.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Production-Programming, Others

Dynamic promotion man. Immediate opening, progressive midwest TV station. State qualifications, starting salary. Box 797L, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

General-commercial manager with six years experience, interested in 250 or 1000 watt south, southwest, or lower midwest. Must be able to invest. Now employed. Box 753L, BROADCASTING.

Announcers

Baseball play-by-play announcer for radio or TV. 10 years experience in minor and major league ball. There are three things that I can promise you from my past experience. The listeners will be satisfied with my play-by-play accounts of the games. The sponsor will be satisfied with the manner in which I "sell" his merchandise. The ball club will be satisfied with the way I sell baseball to the public. Triple A or major leagues only. For full information and discs write Box 768L, BROADCASTING.

Help! Young announcer desires position. Proficient in sports, DJ work, newscasting and straight announcing. Can also handle control board. Good education. Veteran, draft exempt. Box 777L, BROADCASTING.

Excellent announcer, experienced, educated, now PD. Wants large station, city, salary. Box 790L, BROADCASTING.

Announcer-newsman-emcee. 100 dollars a week. Personal interview only. Box 793L, BROADCASTING.

Topnotch midwestern sportscaster available immediately. 7 years extensive background including high school and Big Ten basketball, college football, American Association Baseball. Colorful, accurate, excellent voice. 30, veteran. Box 796L, BROADCASTING.

Announcer, control board operator AM, FM. Limited experience. News, disc shows. Deep voice. Single veteran, 27. Available on or after January 10. Box 801L, BROADCASTING.

Announcing and selling, would prefer southern state. Box 803L, BROADCASTING.

4 years experience announcer with 1st ticket. I'm your man. Box 804L, BROADCASTING.

Situations Wanted (Cont'd)

ention: Southern New England states New York City: I want to see snow! ng girl; single, 3 years experience announcing at large network iliate. Deejay, actress, women's, ildren's programs, can sell on air, rite own copy. Tape, disc, photo on quest. Box 807L, BROADCASTING.

ented all-round announcer, strong commercials, excellent ad lib. orts, DJ. Harvard University and dio school grad. Some experience. married, new car, experienced as e salesman too. Disc or personal erview will sell you. Box 808L, OADCASTING.

you need a sports announcer with years play-by-play of college and h school sporting events, I may be ur man. Also top morning man with rge following. Presently employed seeking larger station. Box 815L, OADCASTING.

nouncer-salesman just discharged m Navy desires position of permaent nature as announcer or anncer-salesman. Was announcer and mmercial manager of small inpendent and announcer-salesman on BS affiliate before recalled into servAlong with general announcing be called on to do sports, remotes, erate board and write copy. Prefer but will consider any offer affordgood living for wife and two chilen. Write Tom Corcoran, 3316 Duis Place, S. E., Washington, D. C., phone LUdlow 21669.

mbination announcer-engineer. First me. Experienced, trained, married, liable. If you reward good, conntious work with a living wage, minimum, contact Joe Covington, Suburban Court, Lexington, Kenky.

professional ballplayer, sportscaster now available for baseball, topch play-by-play, continuity-DJ. is Hermedes, 18-37 21st Road, oria, L. I. C., New York.

Technical

ention progressive midwest stations: st class engineer, chief engineer h fifteen years experience desires ponsible position. Box 760L, BROADSTING.

st phone wants job with good pay, combo. Box 794L, BROADCASTS.

ief or staff engineer. Experienced phases. Married, car, draft exempt. ellent references, all previous enrment. All offers considered. Box BROADCASTING.

gineer-salesman desirous of south. e announcing. $70.00 minimum t. Box 802L, BROADCASTING.

gineer, four years experience. Draft mpt, will travel, available on short ice. Box 812L, BROADCASTING.

ief engineer/announcer. Experienced phases, 4 years chief. Married, car, ran, draft exempt, excellent refers. Prefer west coast or upper west. All offers considered. J. R. erty, WHLF, So. Boston, Virginia.

ight engineer or light combo posi desired. Hold first phone, teleph and ham licenses. Experienced work and independent operations. Navy radio operator. Draft exempt. 27, single. Have car. Travel. arles Glock, 137-35 Springfield Blvd., ingfield Gardens, New York.

perienced transmitter operator availe immediately. Your requirements? is Sherlock, General Delivery, ver, Colorado.

e **BS** in Electrical Engineering, uld like chief or other combo job in ll station in California, Texas or southwest. Have car. Any salary be considered. I am available imdiately, wire, phone, or write B. art, 3124 Brookhill St., La Crenta, Calif., Churchill 9-6561.

duction-Programming, Others

currently employed in 5 station city, Hooper. Same city 3 years. 5 announcing, program experience. t exempt. Interested in joining sales or production team. Box BROADCASTING.

ywriter now attached to midwest on, married, vet, desires southwest tion with friendly, hard working . Salary secondary. Experienced me selling, announcing, board work. 789L, BROADCASTING.

Situations Wanted (Cont'd)

Challenge wanted by NBC newsman at 50,000 watter, 1½ years experience. Gather, write, air local news, rewrite, 23, veteran, graduate cum laude. Box 810L, BROADCASTING.

For Sale

Stations

Southwest state. 1000 watts. Net $2,000. Asking $130,000. Ideal opportunity in fast growing area. Box 785L, BROADCASTING.

For sale: 250 watt fulltime network. New Western Electric equipment throughout. Building and studios go with deal. Will sell on terms. Better than 100,000 audience in capitol city. Box 791L, BROADCASTING.

New England AM station for sale. A steal, $10,000. Assets valued over $10,000. Box 800L, BROADCASTING.

Will sell all or any part of network station. Non-resident owner wants someone to move in as operator. Minority interest requires $10,000; controlling interest, $20,000. Keep confidential both ends. Write Box 811L, BROADCASTING.

Equipment etc.

One kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA type 833-A. A Western Electric limiter model 1126-C includes 126-C limiter amplifier, 298-A control panel and 20-B rectifier. A Wincharger tower type 300 triangular, height 260', complete with type 300 M.M. beacon assembly, lighting wire, conduits and 375 feet open wire transmission line and tuning house components. Box 665L, BROADCASTING.

Equipment for a complete 250 watt AM station from tower to turntables. Everything to go on the air with. Box 806L, BROADCASTING.

Studio transmitter link equipment 940.5 megacycles—FM radio engineering lab, model 694 transmitter and 704 receiver used 828 hours—2 dish type antennas. Also 2 RCA CT-1A and CR-1A radio telephone sets with antennas 26.45 megacycles used 828 hours. Chief Engineer, WHIM, Providence, Rhode Island.

Complete 250 watt equipment. Tower to records. Includes 251 foot Truscon tower, RCA BTA-250L transmitter, monitors and limiter, RCA consolette 76-B4, pickering arms and reproducers, office equipment. First reasonable offer accepted. Gerald O'Grady, North Adams, Massachusetts.

For sale: Auricon pro 16 mm sound camera with 1" fl. 5 lens 2—200 ft. magazines NR24 amplifier high fidelity mike paralax range finder like new. Ideal for local TV station, local news and interviews. Master Motion Picture Co., 50 Piedmont St., Boston, Mass.

Wanted to Buy

Stations

Interested in purchasing station in city of 50,000 to 200,000. If your station is run down, loosing money, or you're afraid of TV, let us know about it. No broker, deal direct with interested buyer. Your letter confidential. Box 792L, BROADCASTING.

Equipment etc.

Will pay cash for good one kw transmitter, modulation and frequency monitor, two turntables and record library. What do you have? Write C. L. Graham, 1145 Walnut Street, Gadsden, Alabama.

Wanted: 1 kw AM transmitter. Antenna tuning unit flasher and photoelectric control. Box 805L, BROADCASTING.

Studio console WE 23-C or equal. Give full particulars. Box 4554 Jacksonville, Florida.

Wanted—Studio control board, preferably two channel. Advise fully, make, condition, price. Reply to P. O. Box 748, Columbia, S. C.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

For Sale

Equipment etc.

FOR SALE
Completely refinished 16 inch transcription filing cabinets $30 each crated F.O.B. Hollywood
16 inch transcription cabinets workable condition $10 each uncrated F.O.B. Hollywood
Standard Radio Transcription Services, Inc.
140 N. La Brea
Hollywood 36, Calif.

Wanted to Buy

Equipment etc.

WANTED
5 KW AM
TRANSMITTER
State price, condition and age.
Box 795L, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

School

JOBS IN RADIO!
Become an announcer, writer, producer or sales manager.
Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.
National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

Science Exposition

WFIL and WFIL-TV Philadelphia served as coordinator for radio and television coverage of the Annual Exposition of Science and Industry held in that city Dec. 26-30. Most Philadelphia stations participated in convention coverage. John D. Scheuer Jr., operations assistant to the general manager at WFIL-AM-TV, was a member of exposition's publicity committee.

PROCUREMENT
Top DPA Posts Change

REALIGNMENT of top government procurement and production posts is underway, occasioned by the return of two electronics officials to private industry.

Biggest change involves the post of deputy administrator for procurement at the Defense Production Administration. Clay Bedford, previously with the Office of Defense Mobilization, has been filling a vacancy created by the return of Walter W. Watts, RCA vice president, to his firm.

Mr. Watts, who in recent weeks has been devoting only part time to DPA, is vice president of RCA's Engineering Products Division. He is being retained by DPA on a consulting and special assignment basis.

Mr. Bedford, Dec. 18, was named special aide to Secretary of Defense Robert Lovett, with responsibility for expediting military production. He will be vested with broad powers, fulfilling the request of the Senate Preparedness Committee, which called for appointment of a "procurement czar." Mr. Bedford served as deputy to DPA Administrator Manly Fleischmann.

Mr. Bedford was special assistant to Defense Mobilizer Charles E. Wilson and was associated with Kaiser-Frazer Corp. before entering government service. He is slated to leave the DPA post Jan. 1, vacating in favor of W. L. Campbell, Food & Machinery & Chemical Corp., San Jose, Calif.

Another change which materialized was that of A. S. Hawthorne, also of RCA Engineering Products Div., who left DPA fortnight ago to return to RCA. Mr. Hawthorne has been serving as special assistant to Mr. Watts.

Both Messrs. Watts and Hawthorne worked on assignments looking toward easing of procurement problems and touching on production bottlenecks in electronics and other industries.

Appointment of Al Lubin, deputy director of public information for DPA, as public information chief for the Small Defense Plants Administration also was announced.

LIBERAL FINANCING
Arranged for

Eastern Network
$25,000.00 Down
A well established network operation, located in one of the very good radio markets in the east. This situation is profitable but it is definitely under-developed and offers a remarkable opportunity to an active owner-manager.

Midwest Independent
$15,000.00 Down
The only station in an attractive midwest city well removed from television. The market is basically agricultural and dairying—county retail sales are in excess of $20,000,000.00.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

THIS is the limit! The number of ducks they could legally bag, that is. Shown after a duck-hunting trip to Lake Okeechobee, Fla., are (l to r) Fred Thrower Jr., vice president in charge of TV sales at CBS; Mark Woods, former ABC vice chairman and now board chairman of Woods & Warwick Agency, and John B. Browning, manager of WSPB, CBS affiliate in Sarasota, Fla.

THIS QUARTET reported they had a "whale" of a time while duck hunting near Yuma, Ariz., earlier this month, despite their not bringing back any game. They are (l to r): John Hogg, president, KOY Phoenix; William L. Lindsey, general manager, KYMA Yuma; Albert Johnson, manager of KOY, and Ward Ingrim, Don Lee executive vice president. Mr. Johnson is shown drawing bead on a decoy.

CIVIL DEFENSE

FCC Alert Plans Outlined at Meet

RADIO SILENCE plan whereby all standard, FM and television stations would be asked to leave the air in the event of imminent attack in the next few weeks was unfolded to the nation's communications experts over a fortnight ago.

The plan originally was revealed three months ago when the FCC distributed instructions to all AM, FM and TV stations asking their voluntary cooperation [B•T, Sept. 10].

Communications leaders were apprised of developments at a six-day meeting called by the Federal Civil Defense Administration at its Staff College in Olney, Md. Over 130 delegates from RCA, Motorola, General Electric, AT&T and other organizations attended the sessions, Dec. 10-15.

Phases of the FCC's Conelrad and interim plans for emergency stations operation were bared in closed sessions to the experts by Col. William Talbot, director of FCDA's Warning & Communications Section. He served as co-chairman along with Glen E. Nielsen of the FCC's Commerce & Industry Division.

FCC Memorandum

Instructions asking stations to leave the air in the event of attack was implemented with an FCC memorandum to broadcasters last Nov. 23. This total blackout would be essential only until such time as the so-called Conelrad plan is ready to be placed into action, communication leaders were advised.

One highly-placed authority estimated that this may be sometime within the next two weeks. Under the Conelrad formula, which formed the basis for the President's recent executive order, TV and FM stations probably would be silenced [B•T, Dec. 17]. The executive order merely authorized —but did not effectuate—the Conelrad plan.

FCC is vested with authority by the President "for preparing and putting into effect plans with respect to radio stations" under the executive order.

The plan becomes effective after it receives concurrence of the Secretary of Defense and chairman of the National Resources Board. Once the FCC issues definite orders, "Operation Conelrad" would be binding on stations which subscribe to it.

It was learned last week that approximately 400 stations have notified the Commission of their intent to enter the plan and have completed or begun equipment changes.

Basis of total silencing of all stations pending effectiveness of Conelrad, it was learned reliably last week, is an FCC memorandum (51-1154—BC 2) to stations implementing last September's action.

It requests radio-TV broadcasters, under interim procedure, to go off the air if the Air Force deems an attack imminent. FCC would transmit a prepared message so stating this fact to stations. Stations would return after the attack has run its course.

The Federal Civil Defense Administration is on the last leg of completing the interim plan insofar as it affects its own operations and functions, it was learned.

Among changes made by some stations preparatory to subscribing to Conelrad formula are those involving transmitter crystals, antenna modifications and provision for emergency standby power.

Conelrad employs two sets of techniques—one for so-called clusters of stations involving power reduction in areas with three or more outlets, and the other for single-station markets utilizing frequency changes.

Under the interim plan, stations would not be silenced save as a last resort—when the military is positive that an attack is forthcoming. Warning systems (including sirens) also would be pressed into action.

These and other phases reportedly were outlined to communications experts, though not in specific detail, by Col. Talbot, who also cited radio's sentinel role in providing the public with vital alert information.

The purpose of the conference was to discuss a proposed civil defense communication system touching largely on mobile services. Participation of amateur radio operators and possible request for additional medium and high frequency bands also were weighed.

Channel 7 Request Deferred

FCDA has deferred a request for use of the 7 mc band for CD communications pending exploration of the whole frequency problem.

FCC has designated frequencies for amateur use but has not promulgated rules to govern operation, equipment, etc. This reportedly has been one of the factors cited for the delay in issuance of a technical manual designed to advise state civil defense directors on the role of communications, including broadcasting stations.

Top FCDA communications authorities also have confirmed that radio-TV procedure would be omitted from a forthcoming communications manual earmarked as a followup to the President's national plan for civil defense [CLOSED CIRCUIT, Dec. 10].

A separate broadcast manual or bulletin will be distributed to state directors as a separate publication. It is in the mill now. One reason for this decision is that the exact procedure for broadcast stations (use of different alerts, etc.) had not crystalized.

Still another, it was understood, was the delay in issuance of an executive order spelling out control or silencing of broadcast stations in the event of attack. The order was issued by President Truman Dec. 10.

"It appears that certain basic radio communications circuits [police, fire, common carriers, etc.] cannot be provided unless steps are taken to reallocate a certain number of channels in the medium and high frequency bands," Col. Talbot told the delegates. He suggested additional circuits be used to activate key state civil defense functions.

Radio facilities operated by these public or special services would be used only on a voluntary basis and at select times, he added.

It was explained that the 2 mc band in some states is available for local utilization by amateur operators, and 4 mc for long-range. A maximum of just over 3.5 was suggested.

Other topics brought up at the meetings included use of portable transmitter-receiver sets and establishment of contact points where two-way radio cannot be set up.

Truman View

CHARGE that the Associated Press Managing Editors Assn. preferred to "carp and criticize" the classified information order of Sept. 25 was made Dec. 18 by President Truman in a letter to Herbert F. Corn, Washington *Star*, APME president. APME had informed the President its executive committee could not accept his invitation to write definitions for classifying government information "because it feels that the order itself erects dangerous barriers between the people and their government."

FCC Actions

(Continued from page 74)

December 27 Decisions . . .

BY THE SECRETARY

Granted Licenses

WKNA-FM Charleston, W. Va. — Granted license new FM station; 97.5 mc (Ch. 248), ERP 9 kw, ant. 124 ft.

WHJC Mattawan, W. Va.—Granted license new AM station; 1360 kc, 1 kw day.

KBLI Blackfoot, Idaho — Granted license new AM station; 1490 kc, 250 w fulltime.

WPAC Patchogue, N. Y. — Granted license new AM station; 1580 kc, 250 w day.

KCHJ Delano, Calif.—Granted license new AM station; 1010 kc, 1 kw day, cond.

KLVC Leadville, Col. — Granted license new AM station; 1230 kc, 250 w fulltime.

WCMC Wildwood, N. J.—Granted license new AM station; 1230 kc, 100 w fulltime.

WINS New York — Granted license covering increase in nighttime power and new DA; 1010 kc, 50 kw DA-1, cond.

Granted CP Modification

WMFC Monroeville, Ala. — Granted mod. CP for approval of ant., trans. and main studio location, cond.

Silent Two Weeks

WSAJ Grove City, Pa.—Granted authority to remain silent from Dec. 19 to Jan. 2 in order to observe Christmas vacation period (non-commercial educational AM station).

Cancelled CP

WORA Mayaguez, P. R.—Granted request to cancel CP which had authorized power increase, etc.

Completion Dates Extended

Following were granted mod. CP's for extension of completion dates, as shown:

WRSW Warsaw, Ind., to Feb. 29, cond.; KE-2XDR (Allen B. DuMont Labs) New York to July 1, cond.; WLCS-FM Baton Rouge, La., to March 19; WLEU-FM Erie, Pa., to March 19; WBUD Trenton, N. J., to 90 days after grant of certain applications, cond.; WPEN-FM Philadelphia to Feb. 21; WBT Charlotte, N. C., to July 2; WCEN Mt. Pleasant, Mich., to Feb. 15, cond.; WJHL-FM Johnson City, Tenn., to June 1; WSGN-FM Birmingham, Ala., to Feb. 15, and KOMA-FM Oklahoma City to July 1.

ACTIONS ON MOTIONS

By Comr. Paul R. Walker

KSOX Harlingen, Tex.—Granted petition for extension of time to Dec. 21 to file oppositions to petitions of WCKY Cincinnati and KFBK Sacramento re application for CP.

United Paramount Theatres Inc., American Bcstg. Co. and American Bcstg. Paramount Theatres Inc.—Granted petition for extension of time in which to file opposition to motion for reconsideration of FCC denial of petition to intervene filed by Partmar Corp., et al., re applications of Paramount Pictures Inc., etc.; time extended to Dec. 27.

WSAY Rochester, N. Y.—Referred to full Commission WSAY's petition to intervene in proceeding re Paramount Pictures Inc., et al.

Chief, Broadcast Bureau — Granted petition for extension of time to Dec. 18 to file opposition to petition for review of hearing examiner's ruling re application of Grand Island Bcstg. Co., Grand Island, Neb.

By Hearing Examiner Elizabeth C. Smith

Eastland County Bcstg. Co., Eastland, Tex.—Granted petition for acceptance of late appearance re application of Lyman Brown Enterprises and Eastland's application in same proceeding.

WVOP Vidalia, Ga.—Ordered hearing re WVOP's application scheduled for Dec. 18 be continued to Dec. 20 in Washington.

By Hearing Examiner J. D. Bond

WFEC Miami, Fla.—Granted petition for extension of time to Feb. 1 to file proposed findings of fact and conclusions re application.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH DECEMBER 27

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,327	2,295	111		310	107
FM Stations	648	558	89	*1	11	2
TV Stations	108	93	15		475	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

Tahoe Valley, Calif.—Radio Tahoe. Hearing Examiner Hugh B. Hutchison issued initial decision looking towards denial by default application for new AM station, 1240 kc, 100 w, fulltime. Decision Dec. 21.

Oklahoma City, Okla.—Johnnie Weston Crabtree. Hearing Examiner Basil P. Cooper issued initial decision looking toward denial of application for new AM station, 1590 kc, 500 w, day. Decision Dec. 26.

KTHS Hot Springs, Ark.—Radio Bcstg. Inc. Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application for renewal of license with present facilities of 1090 kc, 10 kw-D 1 kw-N, pending move of station to Little Rock, Ark.; and, grant of application for authority to move station from Hot Springs to Little Rock on 1090 kc, 50 kw, fulltime, DA-N, conditions. Decision Dec. 26.

WGKV and WCAW Charleston, W. Va. — Kanawha Valley Bcstg. Co. (WGKV) and Capitol Bcstg. Corp. (WCAW). Hearing examiner Hugh B. Hutchison issued initial decision looking toward grant of application of WGKV to change from 1490 kc, 250 w, fulltime, to 1300 kc, 1 kw, fulltime, DA-DN, change transmitter location, conditions; and, looking toward denial of application of WCAW to change from 1400 kc, 250 w, fulltime, to 1300 kc, 1 kw, fulltime, DA-DN, change transmitter location. Decision Dec. 27.

Non-Docket Actions . . .

TRANSFER GRANTS

WGBH (FM) Boston, Mass.—Granted assignment of CP from Lowell Institute to WGBH Educational Foundation to simplify administration of station; in addition, assignee will assume all obligations incurred in obtaining CP and made in connection with construction of station, amounting to $29,939.08. Granted Dec. 26.

WKBZ-AM-FM Muskegon, Mich. — Granted transfer of control from Grant F. Ashbacker to Arch Shawd for $150,000. Mr. Shawd is president of Shawd Industries Inc. Granted Dec. 26.

WTTN Watertown, Wis. — Granted transfer of control from Albert B. Gale and J. H. Yeo to Verne H. Halle, Marcella E. Kolata and Carl V. Kolata through sale of 130 out of 200 shares of stock for $32,955. Mr. Kolata already owns 70 shares and will acquire ten more; he is program director of station. Mrs. Kolata is housewife and Verne Halle is real estate broker. Granted Dec. 26.

KDRS Paragould, Ark.—Granted assignment of license from Progressive Bcstg. Co. to Daily Press Inc. for $56,000. Granted Dec. 26.

WCOL-AM-FM Columbus, Ohio—On petition of Pixleys Inc., Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, as individuals, and Air Trails Inc., FCC removed application for assignment of licenses from hearing docket and (1) granted assignment of license from Pixleys Inc. to Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, as individuals; no monetary consideration since three own Pixleys Inc.; (2) granted assignment of license from three Pixleys as individuals to Air Trails Inc. for $100,000. Principals in Air Trails are President and Treasurer Charles Sawyer (20%), U. S. Secretary of Commerce and owner WING Dayton and majority stockholder WIZE Springfield, Ohio; Executive Vice President J. Pattison Williams (20%), executive vice president of WING and WIZE, and six others [B•T, Sept. 3; FCC ROUNDUP Sept. 10]. Granted Dec. 26 (Comr. Jones dissented).

New Applications . . .

TV APPLICATIONS

Knoxville, Tenn.—Mountcastle Bcstg. Co., Ch. 6 (82-88 mc), ERP 28.3 kw visual, 14.15 kw aural, antenna height above average terrain 551 ft.; estimated construction cost $273,380; estimated first year operating cost $125,000, estimated first year revenue $78,500. Applicant is licensee of WROL-AM-FM Knoxville. Filed Dec. 26.

Waco, Tex.—KWTX Bcstg. Co., Ch. 11 (198-204 mc), ERP 10 kw visual, 5 kw aural, antenna height above average terrain 590 ft.; estimated construction cost $229,474.67, estimated first year operating cost $114,600, estimated first year revenue $125,000. Applicant is licensee of KWTX Waco, Tex. Filed Dec. 26.

Waterloo, Iowa—Black Hawk Bcstg. Co., Ch. 7 (174-180 mc), ERP 28.9 kw visual, 13.6 kw aural, antenna height above average terrain 429 ft.; estimated construction cost $160,844, estimated first year operating cost and revenue not given. Applicant is licensee of KWWL Waterloo. Filed Dec. 27.

Lafayette, La.—Evangeline Bcstg. Co., Ch. 5 (76-82 mc), ERP 51.6 kw visual, 25.8 kw aural, antenna height above average terrain 406 ft.; estimated construction cost $247,295, estimated first year operating cost $150,000, estimated first year revenue $150,000. Applicant is licensee of KVOL-AM-FM Lafayette, La. Filed Dec. 28.

Oklahoma City, Okla. — Oklahoma County Television and Bcstg. Co., Ch. 25 (536-542 mc), ERP 18 kw visual, 9 kw aural; estimated construction cost $166,541.37, estimated first year operating cost $51,000, estimated first year revenue $90,000. Applicant is partnership of Philip D. Jackson and Clarence E. Wilson, who own KTMC McAlester, Okla., and KPUY Puyallup, Wash. Filed Dec. 28.

TRANSFER REQUESTS

KBIS and KMAR (FM) Bakersfield, Calif. — Assignment of license from James L. Mattly, Guy Marchetti, Fred Marchetti, Reno Marchetti, Umbert Cantelmi and Julian Cantelmi, d/b as Marmat Radio Co., to Harold Brown for $38,250. Mr. Brown is former general manager of KERN Bakersfield, and, later, managed KMJ Fresno. Filed Dec. 27.

KDON Palm Beach, Calif.—Assignment of license from Salinas Newspapers Inc., Salinas, Calif., to Charles Blackwood Grant for $80,000. Mr. Grant is a real estate broker in Carmel, Calif. Filed Dec. 27.

WPAC Patchogue, N. Y.—Assignment of license from Lee Morrison, Julian Sarachek, W. Frank Short, Leonard Savage, Harriet Schoffel Morrison and Herbert Morrison to Herbert Morrison, Harriet Schoffel Morrison and Lee Morrison because of the resignation, as partners, of Messrs. Short, Savage and Sarachek, who withdraw in order to be relieved of further obligations in company, and who receive no monetary consideration. Remaining partners, who become stockholders in new and resulting corporation, receive stock in following amounts: Lee Morrison, 54 shares, Herbert Morrison, 10 shares, and Harriet Schoffel Morrison, 6¼ shares, with no stock to have any par value. Filed Dec. 27.

WEEK Peoria Ill.—Assignment of license from Robert S. Kerr, D. A. McGee, T. M. Kerr, Callie B. Fentem and Liberty National Bank & Trust Co. (co-executors of estate of T. W. Fentem, deceased), Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, a partnership d/b as West Central Bcstg. Co., to O. L. Taylor in exchange for KTOK Oklahoma City, Okla., now owned by KTOK Inc., which is owned by O. L. Taylor. Mr. Taylor is licensee of KANS Wichita, Kans., and KROV Weslaco, Tex. [See story this issue and B•T, Nov. 12]. Filed Dec. 27.

WEEK Peoria, Ill.—Assignment of license from O. L. Taylor to Radio Station WEEK Inc. for $225,000. Principals in assignee corporation are Fred L. Vance and members of his family. Mr. Vance is manager of Dallas office of O. L. Taylor Co., station representative firm, and former employe of WEEK [see story this issue]. (Contingent on grant of assignment of license to O. L. Taylor from West Central Bcstg. Co.) Filed Dec. 27.

KTOK Oklahoma City, Okla.—Assignment of license from KTOK Inc. to O. L. Taylor. No monetary consideration since Mr. Taylor is owner of KTOK Inc. Filed Dec. 27.

KTOK Oklahoma City, Okla.—Assignment of license from O. L. Taylor to

(Continued on page 80)

December 27 Applications . . .

TENDERED FOR FILING

AM—1070 kc

WDIA Memphis, Tenn.—CP to change frequency from 730 kc to 1070 kc, increase power from 250 w to 50 kw-D and 10 kw-N, install DA-DN, change trans. location, etc.

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KBTM Jonesboro, Ark., KEXO Grand Junction, Col., WBLJ Dalton, Ga., WINK Ft. Myers, Fla., WJBW New Orleans, La., WKLK Cloquet, Minn., WNNC Newton, N. C., KGON Oregon City, Ore., WOLS Florence, S. C., WCAT Rapid City, S. D., KSIX Corpus Christi, Tex., KEVT Kerrville, Tex., and KOSA Odessa, Tex.

Applications Dismissed

KMMO Marshall, Mo.—DISMISSED application for mod. CP, which authorized power increase, etc., for extension of completion date.

WGAR Cleveland, Ohio—DISMISSED application for CP to change from DA-1 to DA-2.

Application Returned

WMFT Florence, Ala. — RETURNED application for assignment of license from Tri-Cities Bcstg. Co. to Daylight Bcstg. Co.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Signet

TELL ME WHY

On Records: Eddie Fisher—Victor 20-4444; Four Aces—Decca 27860; Four Tunes—Vic. 20-4427; Ralph Marterie—Mer. 5767; Norman Kaye—Cap. 1929; Roberta Lee—Dec.*; Horace Bailey—Coral*; The Swallows—King*.

*Soon to be released
"non exclusively" licensed by BMI.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Radio Homes—43 Million Market

(Continued from page 23)

Standard Metropolitan Area	Radio Homes 1950	Households 1950	Households 1940	% Increase
Asheville, N. C.	29,504	32,855	26,375	24.6
Atlanta, Ga.	164,043	185,779	135,448	37.2
Atlantic City, N. J.	37,854	40,185	34,640	16.0
Augusta, Ga.	34,774	42,356	33,619	26.0
Austin, Texas	37,900	42,584	28,070	51.7
Baltimore, Md.	357,715	368,399	280,230	31.5
Baton Rouge, La.	38,717	43,115	23,016	87.3
Bay City, Mich.	24,221	24,741	19,325	28.0
Beaumont-Port Arthur, Texas	51,765	56,822	39,163	45.1
Binghamton, N. Y.	51,344	52,932	43,739	21.0
Birmingham, Ala.	136,948	153,529	119,034	29.0
Boston, Mass.	637,718	645,464	558,175	15.6
Bridgeport, Conn.	73,210	74,099	56,868	30.3
Brockton, Mass.	36,907	37,583	33,192	13.2
Buffalo, N. Y.	300,019	306,142	250,886	22.0
Canton, Ohio	79,126	80,906	62,183	30.1
Cedar Rapids, Iowa	31,213	32,013	26,378	21.4
Charleston, S. C.	35,187	42,911	31,907	34.5
Charleston, W. Va.	79,070	84,477	64,726	30.5
Charlotte, N. C.	46,954	52,639	36,320	44.9
Chattanooga, Tenn.	61,854	68,650	53,238	28.9
Chicago, Ill.	1,581,584	1,608,936	1,322,784	21.6
Cincinnati Ohio	269,506	276,700	227,579	21.6
Cleveland, Ohio	419,856	427,117	350,293	21.9
Columbia, S. C.	30,527	35,332	24,210	45.9
Columbus, Ga.	35,263	41,633	28,577	45.7
Columbus, Ohio	142,771	145,388	105,742	37.5
Corpus Christi, Texas	37,415	43,914	23,993	83.0
Dallas, Texas	174,876	187,033	113,020	65.5
Davenport (Iowa)—Rock Island-Moline (Ill.)	67,428	68,945	55,891	23.4
Dayton, Ohio	128,278	130,896	91,800	42.6
Decatur, Ill.	30,051	30,727	24,349	26.2
Denver, Colo.	168,524	171,963	120,119	43.2
Des Moines, Iowa	68,519	70,060	56,516	24.0
Detroit, Mich.	818,873	829,659	616,510	34.6
Duluth (Minn.)—Superior (Wis.)	73,915	75,578	69,485	8.8
Durham, N. C.	23,499	26,081	19,898	31.1
El Paso, Texas	42,578	48,165	31,604	52.4
Erie, Pa.	58,996	61,841	48,010	28.8
Evansville, Ind.	45,643	47,644	36,227	31.5
Fall River, Mass.	39,069	39,704	34,875	13.8
Flint, Mich.	76,320	77,640	60,380	28.6
Fort Wayne, Ind.	53,959	54,892	42,223	30.0
Fort Worth, Texas	101,061	109,137	64,512	69.2
Fresno, Calif.	78,285	80,375	50,012	60.7
Gadsden, Ala.	22,091	25,276	17,197	47.0
Galveston, Texas	30,597	33,149	22,150	49.7
Grand Rapids, Mich.	84,071	85,525	69,220	23.6
Green Bay, Wis.	25,658	26,208	20,506	27.8
Greensboro-High Point, N. C.	45,193	49,772	36,842	35.1
Greenville, S. C.	40,199	45,066	33,813	33.3
Hamilton-Middletown, Ohio	40,036	41,105	32,496	26.5
Harrisburg, Pa.	80,540	83,809	66,991	25.1
Hartford, Conn.	100,851	101,562	77,479	31.1
Houston, Texas	221,883	239,874	146,403	63.8
Huntington (W. Va.)—Ashland (Ky.)	58,589	67,344	55,225	21.9
Indianapolis, Ind.	163,544	167,737	131,660	27.4
Jackson, Mich.	30,140	30,692	25,148	22.0
Jackson, Miss.	31,461	37,454	26,921	39.1
Jacksonville, Fla.	76,073	85,379	55,165	54.8
Johnstown, Pa.	71,859	76,364	68,935	10.8
Kalamazoo, Mich.	36,017	36,677	27,564	33.1
Kansas City, Mo.	248,839	256,535	203,941	25.8
Kenosha, Wis.	21,731	21,950	16,764	30.9
Knoxville, Tenn.	80,863	88,763	59,501	49.2
Lancaster, Pa.	60,979	65,218	55,376	17.8
Lansing, Mich.	48,755	49,447	36,894	34.0
*Laredo, Texas		12,794	10,025	27.6
Lawrence, Mass.	36,378	36,932	32,838	12.5
Lexington, Ky.	25,253	27,330	21,044	29.9
Lima, Ohio	25,440	25,959	20,255	28.2
Lincoln, Nebr.	35,138	36,113	29,129	24.0
Little Rock-North Little Rock, Ark.	50,211	56,671	42,112	34.6
Lorain-Elyria, Ohio	40,713	41,459	30,228	37.2
Los Angeles, Calif.	1,420,691	1,439,403	934,629	54.0
Louisville, Ky.	157,689	166,163	124,814	33.1
Lowell, Mass.	36,132	36,204	31,537	14.8
Lubbock, Texas	26,030	28,293	13,819	104.7
Macon, Ga.	30,178	37,119	25,816	43.8
Madison, Wis.	45,495	46,094	35,372	30.3
Manchester, N. H.	25,422	26,074	22,050	18.2
Memphis, Tenn.	115,748	133,504	96,769	38.0
Miami, Fla.	144,442	154,815	75,934	103.9
Milwaukee, Wis.	246,075	249,316	209,682	18.9
Minneapolis-St. Paul, Minn.	323,953	328,220	263,508	24.6
Mobile, Ala.	51,852	62,098	35,768	73.6
Montgomery, Ala.	30,206	37,663	29,520	27.6
Muncie, Ind.	26,653	27,308	21,719	25.7
Nashville, Tenn.	81,425	88,698	66,923	32.5
New Bedford, Mass.	40,598	41,258	36,841	12.0
New Britain-Bristol, Conn.	41,239	41,530	31,978	29.9
New Haven, Conn.	74,294	75,120	63,914	17.5
New Orleans, La.	173,947	196,995	147,545	33.5
New York-Northeastern New Jersey	3,659,852	3,776,937	3,146,120	20.1
Norfolk-Portsmouth, Va.	103,584	113,454	66,332	71.0
Ogden, Utah	23,253	23,559	15,103	56.0
Oklahoma City, Okla.	94,884	101,916	69,951	45.7
Omaha, Nebr.	102,906	105,762	89,487	18.2
Orlando, Fla.	32,081	35,725	20,413	75.0
Peoria, Ill.	72,441	74,146	59,365	24.9
Philadelphia, Pa.	979,486	1,019,236	831,031	22.6
Phoenix, Ariz.	90,900	96,497	50,455	91.3
Pittsburgh, Pa.	591,675	614,408	525,474	16.9
Pittsfield, Mass.	18,667	19,048	16,025	18.9
Portland, Me.	34,478	35,003	28,167	24.3
Portland, Oreg.	222,793	228,975	161,443	41.8
Providence, R. I.	209,150	211,476	177,761	19.0
Pueblo, Colo.	23,627	24,484	18,232	34.3
Racine, Wis.	31,086	31,400	24,992	25.6
Raleigh, N. C.	29,941	33,305	24,330	36.9
Reading, Pa.	70,478	73,262	63,692	15.0
Richmond, Va.	84,647	90,823	69,210	31.2
Roanoke, Va.	34,375	36,647	27,949	31.1
Rochester, N. Y.	136,172	143,641	121,086	18.6
Rockford, Ill.	45,069	45,848	34,818	31.7
Sacramento, Calif.	81,060	82,799	49,134	68.5
Saginaw, Mich.	42,046	42,992	34,542	24.5
St. Joseph, Mo.	27,221	28,684	26,816	7.0
St. Louis, Mo.	481,989	494,855	403,040	22.8
Salt Lake City, Utah	77,506	78,447	56,621	38.5
San Angelo, Texas	15,228	16,977	10,503	61.6
San Antonio, Texas	116,102	130,745	84,692	54.4
San Bernardino, Calif.	83,710	85,945	47,666	80.3
San Diego, Calif.	165,970	169,012	90,179	87.4
San Francisco-Oakland, Calif.	698,193	707,389	462,693	52.9
San Jose, Calif.	84,154	85,436	51,916	64.6
Savannah, Ga.	36,162	43,050	31,718	35.7
Scranton, Pa.	67,949	71,828	72,347	-0.8
Seattle, Wash.	230,828	236,262	169,125	39.7
Shreveport, La.	43,882	50,323	40,350	24.7
Sioux City, Iowa	30,272	31,273	28,394	10.1
Sioux Falls, S. Dak.	20,229	20,748	15,504	33.8
South Bend, Ind.	57,762	59,122	43,804	35.0
Spokane, Wash.	67,442	69,030	49,863	38.4
Springfield, Ill.	39,724	40,826	33,207	22.9
Springfield, Mo.	31,351	33,176	26,611	24.7
Springfield, Ohio	32,055	32,877	26,653	23.4
Springfield-Holyoke, Mass.	112,934	113,730	95,216	19.4
Stamford-Norwalk, Conn.	54,923	55,590	37,991	46.3
Stockton, Calif.	56,506	57,955	36,569	58.5
Syracuse, N. Y.	92,158	97,213	80,630	20.6
Tacoma, Wash.	77,514	79,015	54,711	44.4
Tampa-St. Petersburg, Fla.	120,756	131,543	78,830	66.9
Terre Haute, Ind.	31,937	33,512	30,080	11.4
Toledo, Ohio	114,679	116,662	96,079	21.4
Topeka, Kans.	31,693	32,775	26,376	24.3
Trenton, N. J.	57,262	59,339	48,501	22.3
Tulsa, Okla.	73,234	77,991	54,645	42.7
Utica-Rome, N. Y.	76,863	80,401	69,195	16.2
Waco, Texas	33,540	37,855	27,326	38.5
Washington, D. C.	392,145	405,108	237,609	70.5
Waterbury, Conn.	43,488	43,972	35,825	22.7
Waterloo, Iowa	28,649	29,204	22,621	29.1
Wheeling (W. Va.)—Steubenville (Ohio)	97,115	100,533	92,298	8.9
Wichita, Kans.	67,016	69,447	42,468	63.5
Wichita Falls, Texas	24,003	26,119	19,954	30.9
Wilkes-Barre—Hazleton, Pa.	101,848	106,647	102,117	4.4
Wilmington, Del.	72,734	75,061	57,406	30.8
Winston-Salem, N. C.	35,631	39,678	30,800	28.8
Worcester, Mass.	73,583	74,779	63,425	17.9
York, Pa.	56,165	58,935	48,252	22.1
Youngstown, Ohio	141,880	145,967	118,588	23.1

*Radio set figures not available.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

CBS

FCC Roundup

(Continued from page 79)

West Central Bcstg. Co. in exchange for WEEK Peoria, Ill. Principals in West Central Bcstg. Co. are Robert S. Kerr, D. A. McGee, T. M. Kerr, Callie B. Fentem and Liberty National Bank & Trust Co. (co-executors of estate of T. W. Fentem, deceased), Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, a partnership [see story this issue]. West Central Bcstg. Co. is licensee of KRMG Tulsa, Okla. Filed Dec. 27.

KSPO Spokane, Wash.—Assignment of license from Louis Wasmer to D. Gene Williams and Delbert Bertholf, co-partners, for $55,000. Mr. Williams is now general manager of KSPO and Mr. Bertholf is employed in production and program department of KGA Spokane. [Mr. Wasmer has filed application to buy KREM Spokane, B•T, Nov. 26, 19, Oct. 22.] Filed Dec. 28.

Rorer Moves Office

DWIGHT E. RORER, Washington, D. C., radio attorney, has moved his office in the nation's capital to Suite 530, Washington Bldg., effective Jan. 1. Mr. Rorer has been an associate member of the law firm of Dow, Lohnes & Albertson, Washington, D. C. Mr. Rorer is also a firm member of Grant, Exselsen & Rorer, New York.

Our Respects To

(Continued from page 44)

anager of WCBS. In May of 950, he became the first general anager of a CBS-owned televi- ion station, WCBS-TV, serving in dual capacity as general man- ger of both WCBS and WCBS- V until August of this year, when he Columbia Broadcasting Sys- em was split into separate radio nd television divisions, and Mr. wift moved into his current posi- ion.

In his treasure of broadcasting xperiences, there is one that Mr. wift will never forget. It hap- ened the night before WCBS be- an broadcasting from its present ransmitter on Columbia Island, f New Rochelle, N. Y. Because rthur Godfrey's early-morning rogram was scheduled to be the rst aired over the new transmitter nd because both Messrs. Swift nd Godfrey thought it would be good stunt to originate the first rogram from the island itself, he pair left early the preceding ening, planning to get a good ight's rest in the engineers' quar- rs located at the base of the new ransmitting tower.

There was so much excitement, owever, and so much last-minute ork going on that neither could eep a wink.

Godfrey Takes Over

Mr. Swift talked Mr. Godfrey nto taking over the bored en- ineer's role, who was testing the ransmitter in a tired voice, and ogether they rigged up a typical odfrey broadcast of records and itchat. In short order a long istance collect call was received om a man at Joe's Bar in some hio small town. Mr. Swift said e could not accept the call.

But this gave him an idea, for me fun and for an easy way of etermining the new transmitter's ffective range. He had Mr. God- ey say on the air that he had st received the call from the hioan, and that if anyone else ould like to call collect, they'd ear their names mentioned over CBS. Before the night was er, they had heard from every tate in the Union, five provinces f Canada and Mexico. Each was collect call which, after getting he caller's name, Mr. Swift would ot accept.

Next day, he did accept a call, rom a vice president of the tele- hone company, who declared that ne of his jobs was to weed out ackets against his organization. he Swift-Godfrey scheme, he said, as an entirely new one.

Mr. Swift and Mr. Godfrey were together on hundreds of other broadcasts, the popular red-head insisting during his first year on WCBS that Mr. Swift be in the studio with him during every broadcast. The two went on a two-month tour of South Pacific islands in 1944 for the Red Cross, in connection with the "Give a Pint, Save a Life" campaign, in which both men had taken active parts.

Mr. Swift was born in Newark, N. J., on October 2, 1912. His family later moved to Montclair, N. J., where he attended the Montclair Academy and Montclair High School. His father was a blanket manufacturer, who gave up his own successful business to become manager of the Blanket Division of the American Woolen Co., and was a vice president of Cannon Mills before his death.

During his second year at high school, Mr. Swift was introduced to the game of tennis by a young lady the day after they had met. She beat him so badly that he made up his mind to master the game. By the time he was graduated from high school he was skillful enough to teach others. The young lady—Edith Morrell—later became Mrs. Swift.

Now his game is golf (tennis is too strenuous). He says, "my enthusiasm for it outstrips my ability." He's a December-to-December man and golfs any good course from New Jersey to Pinehurst whenever he can get away for a few hours or a few days.

REC Member

Mr. Swift is not a joiner—the only business club to which he belongs is the Radio Executives Club. "I don't have time for such activities," he says. "My job is as much my avocation as it is my vocation."

Mr. Swift feels it essential that costs be kept to an absolute minimum if television is to be brought within the reach of the local advertiser.

"We have been able to provide good television programs at comparatively low costs," he points out, "by building our shows around experienced veterans of radio and promising young talent from elsewhere in the entertainment field."

"Further economies," Mr. Swift notes, "have been brought about by strip programming which, together with our policy of participating sponsorships, results in the widest possible distribution of costs for the advertiser."

Mr. Swift was married to his high school sweetheart in 1935 and they currently reside in Morristown, N. J., with their three children: Carol Ann, 12, G. Richard Jr., 9, and Christopher Barry, 5. "By the time the youngest came along," he laughs, "we felt my job here was permanent, so we had no scruples about giving him the initials of C.B.S."

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

Praises Rugged Drama

U. S. ASSISTANT Surgeon General Mark Hollis praised the ABC radio program, *Mark Trail*, for its effectiveness as an adventure drama base on nature lore and cited, in particular, its work towards eliminating water pollution. Referring to the Monday, Wednesday, and Friday afternoon program, he said, "we of the United States Public Health Service are grateful to you for telling your listeners about the important work there is for everybody to do in helping to make America's waters clean."

NATURAL SCIENTIST

Is Named by WBAL

IVAN T. SANDERSON, well known natural scientist, is joining the staff of WBAL Baltimore as science and research director. Starting Jan. 7, he will write and broadcast a daily program, *You and the Unknown*, discussing all facets of the natural sciences, but presented with family appeal.

Mr. Sanderson is an author of seven books and has three more in preparation, has led nine scientific expeditions to tropical countries, collected specimens and data for museums all over the world and has written many articles for leading magazines. He has an international reputation for his ability to make natural sciences fascinating to millions of persons, WBAL said.

Join Sports Group

LOCAL campaigns to promote public attendance at sports events have been started in four cities, J. B. Elliott, RCA Victor, has announced in his capacity as chairman of the Sports Broadcasting Committee of Radio-Television Mfrs. Assn. Directing RTMA's nationwide campaign is a sports subcommittee composed of sales managers of 19 leading TV set manufacturers.

SHIP-BORNE VOA

To Use CG Vessel

THE VOICE of America will take on a new pitch early next year when the U. S. "Campaign of Truth" moves out to high seas.

Ship-borne transmitters, designed to penetrate the Iron Curtain countries, will be formally pressed into action with the commissioning of a Coast Guard vessel in New York City.

The project has been under study for more than a year and has been tested as one phase of the State Dept.'s campaign to step up broadcasting activities overseas. The project is known as Operation Vagabond.

The ship will be commissioned the *Courier* in New York sometime around next Feb. 15. If successful, other units will be launched.

How will it work? The present plan calls for the erection of a barrage balloon above a 338-ft. Coast Guard vessel, with mounted antenna, and a deck-based antenna.

The plan for ship-laden transmitters was devised originally as an economical alternative to the usual procedure of securing select land sites in certain countries. Additionally, land sites are more difficult to protect.

Koy D. Kohler, chief, International Broadcasting Division, described the project this way last March before a House Appropriations subcommittee:

"It will be put on a vessel. Arrangements have been completed . . . to secure and man the vessel and the plan is all worked out with the Joint Chiefs of Staff. . . . Perhaps as many as three to five additional units can be so mounted. . . . They can be operated with their own antenna, or with a shore-installed antenna."

The operation would cost roughly $1 million a year to maintain. The ship will be equipped with medium and shortwave transmitters described as "several times more powerful than any domestic transmitters authorized by the FCC."

Funds were included in the $97.5 million requested by President Truman but cut 90% by Congress. Budget called for money to finance a ring-transmitter project.

TOPS IN
OUT OF HOME LISTENING
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY CINCINNATI

at deadline

RTMA HEADQUARTERS MOVED TO NEW OFFICE

NATIONAL headquarters of Radio-Television Mfrs. Assn. in Washington moved Saturday to new Wyatt Bldg., 777 14th St. N.W., Washington, across street from NBC Capital studios. New telephone number is NAtional 3902.

Glen McDaniel, RTMA president, and James D. Secrest, secretary-general manager, are located with administrative staff at Room 800. Separate office for new RTMA Statistical Dept. located at Room 811. This office is operated separately from headquarters since it handles confidential information from manufacturers. RTMA explained its officers will have no access whatever to statistical files.

RADIO-TV TO COVER CIVIL DEFENSE CONVOY

EXTENSIVE radio-TV coverage planned for official opening of *Alert America* civil defense convoy, which hits Washington, D. C., Jan. 7 on first leg of nationwide tour. Convoy will locate at Interdepartmental Auditorium, with local stations mapping lengthy pickups during week. Convoy will tour key target areas in New England, Midwest, then southern and western states. Network shows also are planned.

Convoy is project of Federal Civil Defense Administration and operated by Valley Forge Foundation (Freedom train operator). Advertising Council Inc. expected to participate later. FCDA anniversary will be marked with official proclamation of Jan. 13 as Civil Defense Week. Convoy features displays, exhibits, illustration of CD services and talks by key speakers.

SALE OF WICC PROTESTED; WANTS LICENSE TURNED IN

IF FCC approves sale of WOR-AM-FM-TV New York to General Tire & Rubber Co.'s Thomas S. Lee Enterprises (Yankee and Don Lee Networks), it should force that company to hand in its WICC Bridgeport license, open up 600 kc facility for new applicants.

That is essence of motion filed Friday with FCC by Garo W. Ray, New England consulting engineer. Mr. Ray's thesis is that when a licensee is forced, through conflict with an FCC rule, to dispose of a broadcast station, it should be put back into "pot." In this case Mr. Ray is referring to multiple ownership rule which limits single entity to seven AM stations. If Commission approves purchase of Macy-owned New York properties, Lee Enterprises has indicated it will sell WICC to present owners of WLIZ Bridgeport for $200,000 [B•T, Nov. 26, 19].

Tangible assets of WICC are less than $10,000, Mr. Ray asserted, and the $200,000 purchase figure is, in effect, a lien against future profits of the station. This means Lee Enterprises would continue to control station, and thus be in violation of Commission's seven-to-a-customer rule, Mr. Ray stated.

Mr. Ray, who has interest in WNHC-AM-TV New Haven, also declared he wanted to apply for WICC facilities.

AGENCY OPENS S. F. OFFICE

HARRINGTON, RIGHTER & PARSONS to open office at 235 Montgomery St. (Russ Bldg.), San Francisco, effective Jan. 1, with Frank Dougherty as manager.

BUYING POWER RISES

BUYING power of individuals in United States rose substantially in 1951 as result of higher employment and rising wages, Secretary of Commerce Charles Sawyer said in yearend review. Gross national product valued at $327 billion for year, 15% above 1950. Half of increase due to higher prices, rest to volume increase. Outstanding defense orders at yearend amount to $40 billion. Personal income totaled $251 billion for year compared to $225 billion in 1950 and at yearend annual rate had reached $260 billion. Prices averaged 12% above 1950.

Business Briefly

(Continued from page 5)

Thurs. schedule to Mon., Wed., Fri., 10:30-10:45 a.m. (CST) from Dec. 31, 52 weeks on same hookup for Kraft Dinner and malted milk products. Agency, J. Walter Thompson, Chicago.

COLGATE SPOTS ● Colgate-Palmolive-Peet Co. understood to be increasing present spot schedule in number of radio markets, starting Jan. 1. Agency, William Esty & Co., N. Y.

'HOLIDAY' BREAKS ● Curtis Publishing Co. preparing day and night chain-break radio schedule for *Holiday* magazine, Jan. 16-25. Agency, BBDO, N. Y.

HALLMARK SIGNS ● Hall Brothers, Kansas City (Hallmark greeting cards), signs for NBC-TV Sarah Churchill series, Sun., 2:30-3 p.m. (CST), 52 weeks. Starting date not selected. Agency, Foote, Cone & Belding, Chicago.

NEW YORK TEST ● United Fruit Co., New York, placing four-week radio campaign of night and daytime chain breaks on New York stations, with possible expansion of schedule later. Agency, BBDO, New York.

MURINE ON MBS ● Murine Co., Chicago (eye solution), to sponsor Friday night portion of Gabriel Heatter strip on full MBS network from Feb. 29 for 13 weeks. Agency, BBDO, Chicago.

LOTION CAMPAIGN ● Chamberlain Sales Corp., Des Moines (lotion), Jan. 7 starts spot campaign on 125 independent and 285 Keystone stations 13 weeks, thrice weekly. Agency, BBDO, Chicago.

RADIO'S FUTURE

"IT SEEMS unlikely that television will kill off radio any more than radio killed off newspapers, magazines, movies, the legit stage or phonograph records," Howard S. Meighan, president, CBS Radio, said Friday.

"Our vastly increasing population and economy can and will support in the future an additional time-consuming and sales producing medium like television with less impact on like but competitive media," he declared.

PEOPLE...

DUDLEY FAUST, assistant western network sales manager for CBS radio in Chicago from 1945 to Sept. 1950, and since then in CBS radio network sales in New York, to be named eastern sales manager for CBS Radio under Sales Manager Eldon Hazard.

THOMAS BUCHANAN, formerly with KOTV (TV) Tulsa and also operator of own advertising agency, to WOR-TV New York sales department as account executive.

ROBERT R. PAULEY named WOR New York's sales representative in Boston, with offices in Statler Bldg.

ROLAND H. CRAMER elected vice president of McCann-Erickson Agency, Chicago. He has been account executive since 1939, and was transferred to Chicago after returning from four years of Navy service.

DONALD K. deNEUF appointed general manager of 13-station Rural Radio Network by Clifford E. Snyder, president. He succeeds Michael R. Hanna, who asked to be relieved of managerial duties because of Cornell U.'s expanding radio and TV interests. Mr. deNeuf joined RRN in 1947. Network covers New York state and Northern Pennsylvania by FM.

OWEN STONER named president of Vick Chemical Co., N. Y., effective Jan. 1. He was formerly vice president in charge of advertising and assistant general manager of Prince Matchabelli Inc., N. Y., subsidiary of Vick. Mr. Stoner succeeds H. R. Marschalk, who was appointed chairman of Matchabelli and member of Vick's management staff.

DWIGHT RORER is opening own law office in Washington Bldg., Washington, Jan. 1. He has been with Dow, Lohnes & Albertson law firm since 1945, served as head of the U. S. Army Ordnance Dept.'s legal dept. during World War II, was in private Washington practice before then. Mr. Rorer retains his interest in the New York law firm of Grant, Exselsen & Rorer, 1 Wall St.

PARAMOUNT POLICY

RESPONDING to request of Skiatron Corp. for permission to use its films in test telecasts of "Subscriber-Vision," company's method of pay-as-you-see TV, Paramount Picture Corp. last week notified Skiatron it would get same kind of cooperation given by Paramount to Zenith for its "Phonevision" experiments. Paramount letter noted that as Skiatron has not yet applied to FCC for permission to conduct "Subscriber-Vision" tests, its request was premature. Paramount also warned that any implication by Skiatron that permission to use Paramount films implied endorsement or approval of this method of telecasting would lead to "reconsideration" of permission.

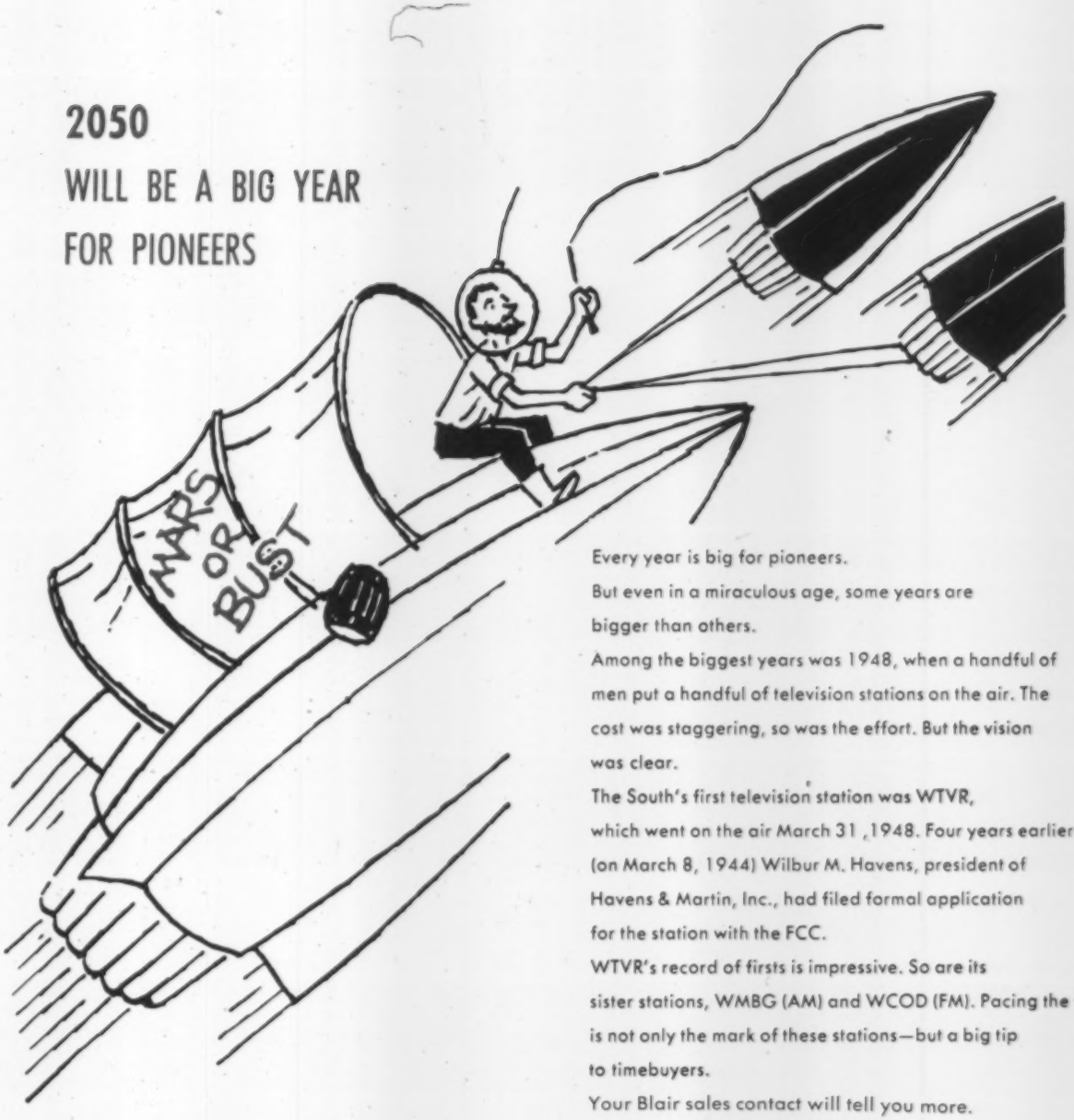
55 NEW CBS-TV ACCOUNTS

BUSINESS was good for CBS television in 1951, J. L. van Volkenburg, president, said last week, with 55 companies placing new business on CBS-TV, of which 39 were new clients, and 85% of all the network's clients retaining usual broadcast periods during summer.

MAGAZINES TOP $500 MILLION

TOTAL magazine advertising volume for 1951 will top $500 million, according to preliminary estimate of Magazine Advertising Bureau, based on ten-month volume of $418.5 million for magazines, not including $50.5 million for advertising in Sunday newspaper supplements.

2050
WILL BE A BIG YEAR FOR PIONEERS



Every year is big for pioneers.

But even in a miraculous age, some years are bigger than others.

Among the biggest years was 1948, when a handful of men put a handful of television stations on the air. The cost was staggering, so was the effort. But the vision was clear.

The South's first television station was WTVR, which went on the air March 31 ,1948. Four years earlier (on March 8, 1944) Wilbur M. Havens, president of Havens & Martin, Inc., had filed formal application for the station with the FCC.

WTVR's record of firsts is impressive. So are its sister stations, WMBG (AM) and WCOD (FM). Pacing the field is not only the mark of these stations—but a big tip to timebuyers.

Your Blair sales contact will tell you more.

WMBG AM
WCOD FM
WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

Lots of good wishes for the Holiday Season

and the coming year

W
J
R

The Goodwill Station